FEBRUARY 8, 1960 THIRTY-FIVE CENTS

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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PEOPLE work – play – *LIVE* by RADIO!

WHO Radio Holds a Big Lead in Total Radio Audience in America's 14th Largest Radio Market, Sign-on to Sign-off!

COOKING or cleaning—she listens to radio. There's no time to *stop* for magazines, newspapers or other media. Radio, and only radio, entertains her, sells her all day long!

She knows responsible, big-audience stations—like WHO Radio—give her the kind of programming she prefers. WHO Radio is *aggressive, alert, alive*—and it takes special measures to see that *each segment* of its vast audience is served with the finest in entertainment, news and special features.

The 93-county area Pulse Report (Feb.-March, 1959) gives WHO Radio from 18% to 35% of the total radio listening audience—first place in every quarter hour surveyed—the balance being divided among 88 other stations!

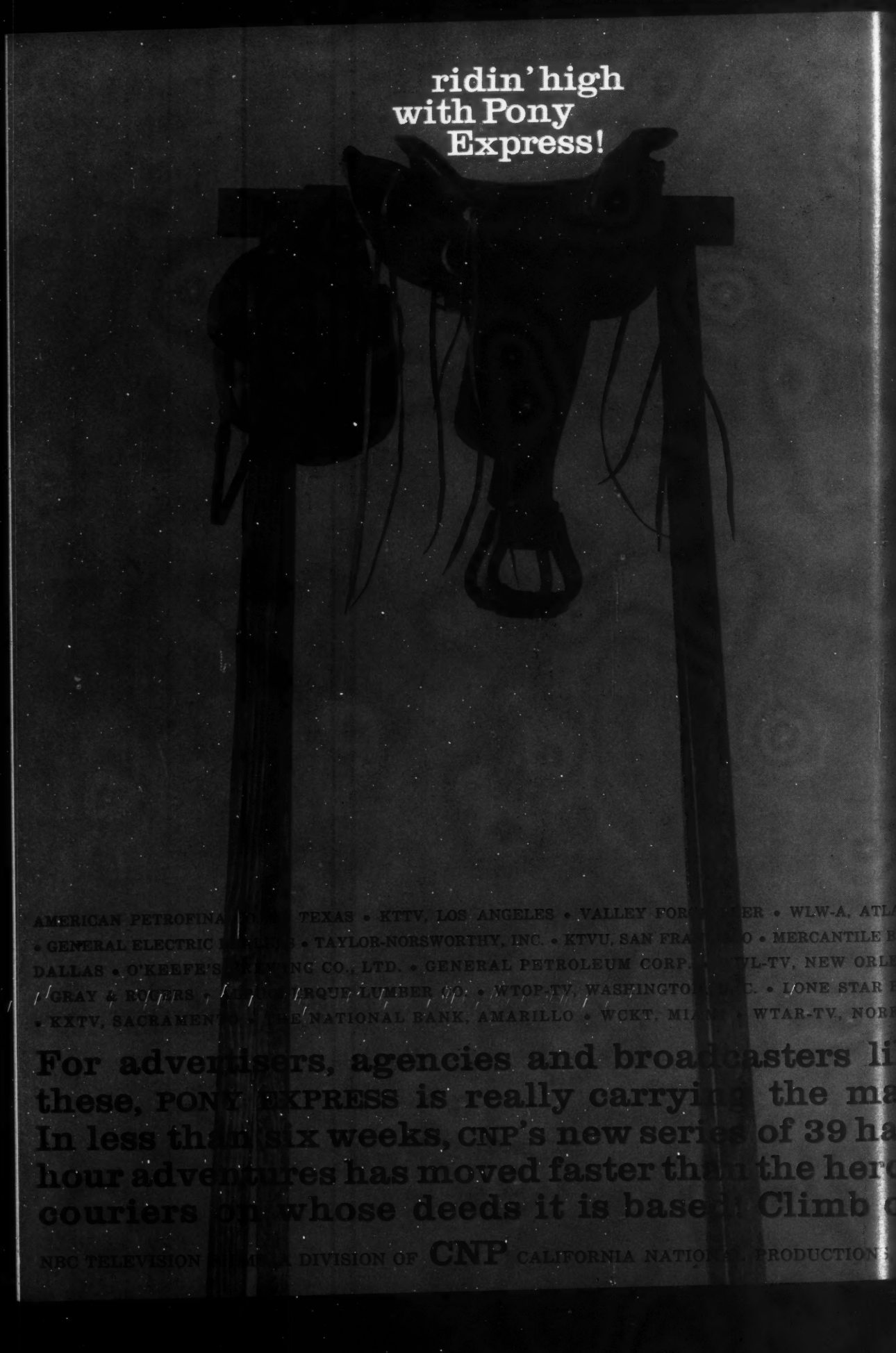
See your PGW Colonel for all the details on WHO Radio —the believable, big audience station for "Iowa Plus!"

WHO Radio is part of Central Broadcasting Company, which also owns and operates WHO-TV, Des Moines; WOC-TV, Davenport

Peters, Griffin, Woodward, Inc., *National Representatives*

WHO for Iowa PLUS!
Des Moines . . . 50,000 Watts
NBC Affiliate

Col. B. J. Palmer, President
P. A. Loyet, Resident Manager Robert H. Harter, Sales Manager


ridin' high
with Pony
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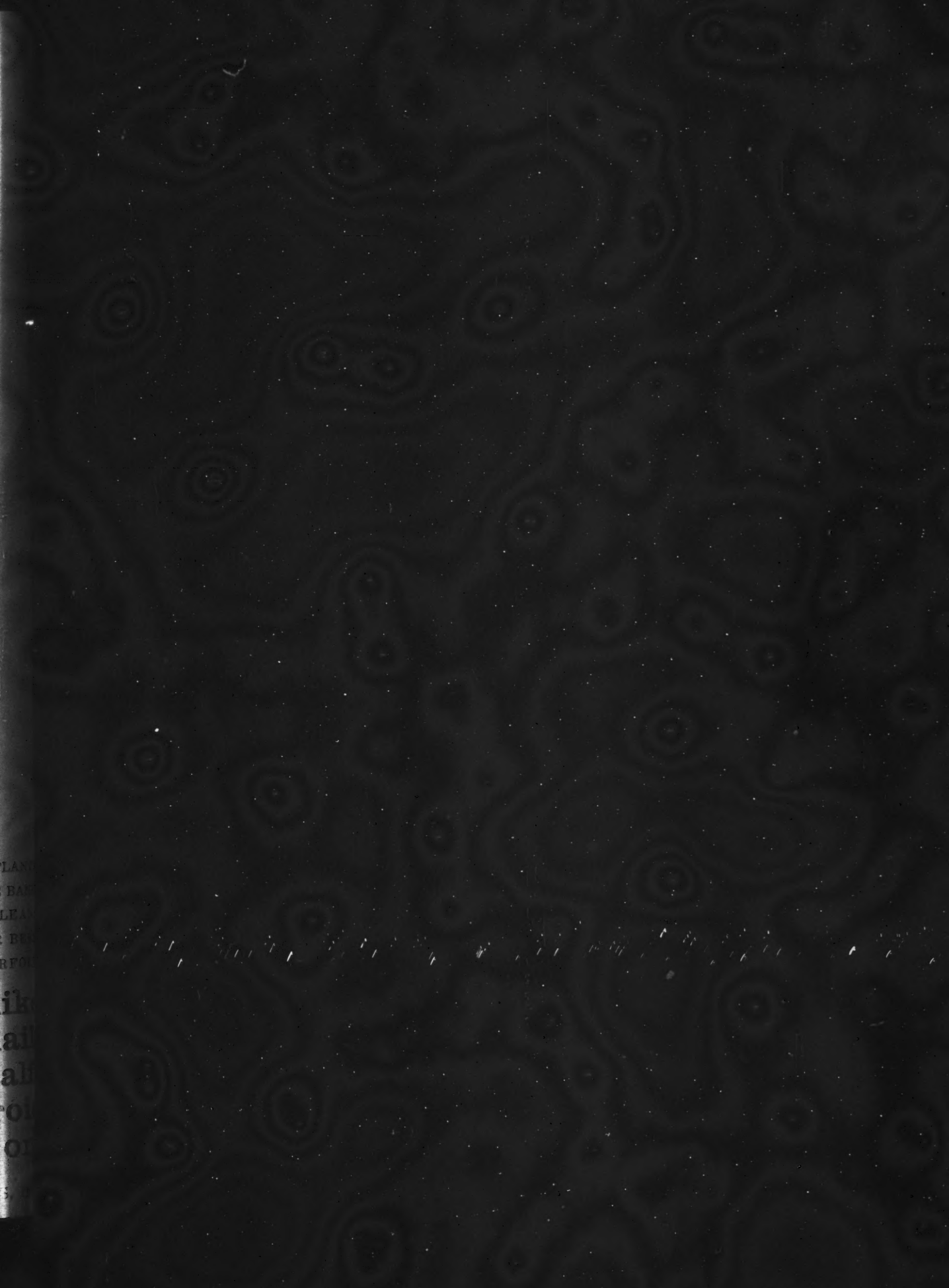
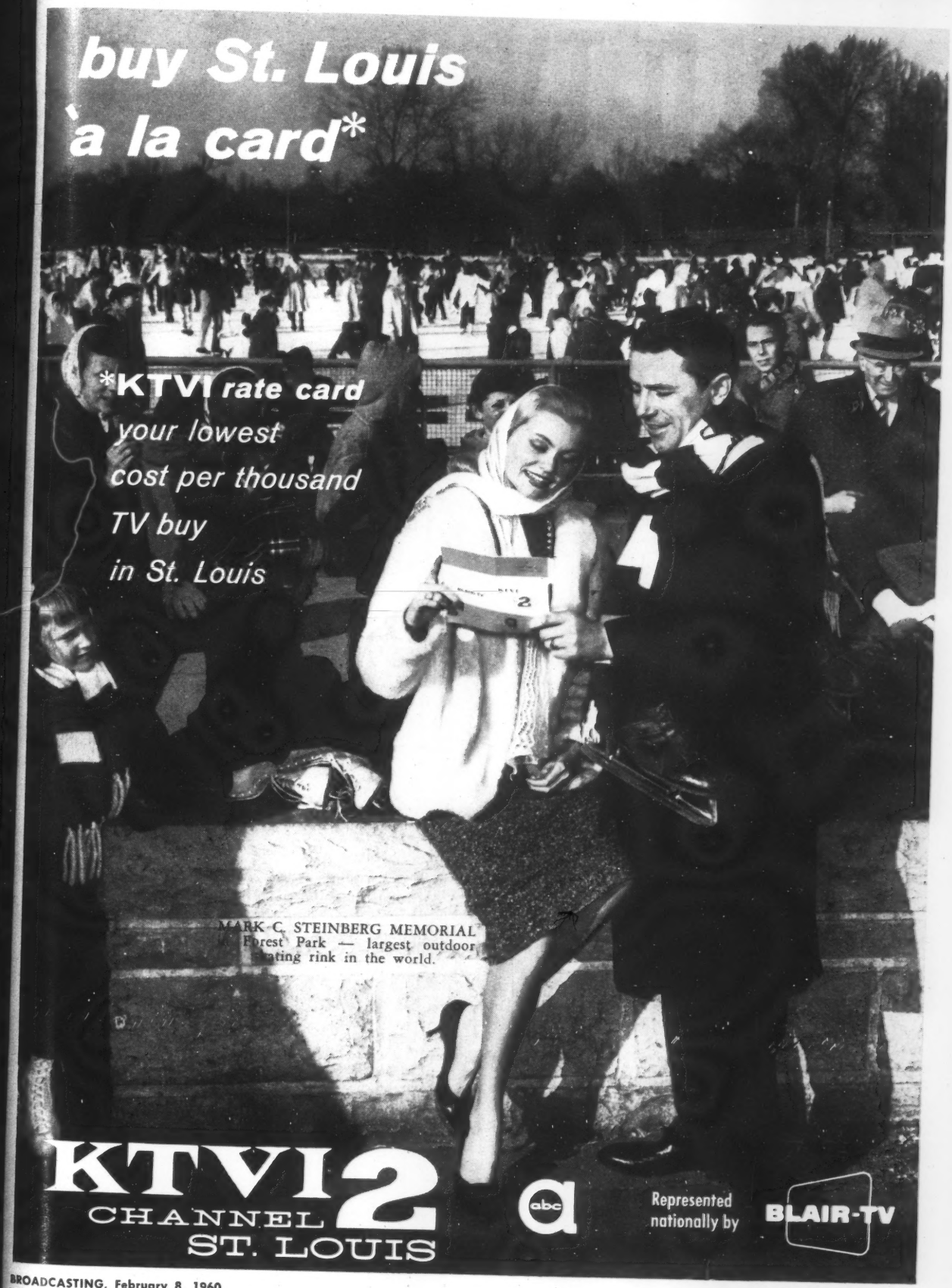
• GENERAL ELECTRIC
• TAYLOR-NORSWORTHY, INC. • KTVU, SAN FRA
O • MERCANTILE BA
DALLAS • O'KEEFE'S
NG CO., LTD. • GENERAL PETROLEUM CORP.
VL-TV, NEW ORLEA
GRAY & R
ERS
RQUE LUMBER CO. • WTOP-TV, WASHINGTO
C. • LONE STAR BE
• KXTV, SACRAMENTO
NATIONAL BANK, AMARILLO • WCKT, MIA
WTAR-TV, NORFO
For advertisers, agencies and broadcasters lik
these, PONY EXPRESS is really carryi
the mai
In less than six weeks, CNP's new series of 39 ha
hour adventures has moved faster th
the hero
couriers on whose deeds it is base
Climb o
NBC TELEVISION
A DIVISION OF CNP CALIFORNIA NATIO
PRODUCTIONS

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Forest Park — largest outdoor
skating rink in the world.
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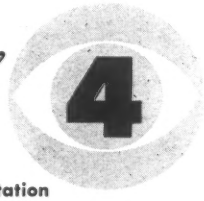
Buy the richest market in Texas — Dallas-Fort Worth — when you buy KRLD-TV, Channel 4 in Dallas . . . .consistent favorite in 675,000 TV Homes.

Ask a Branham Man for KRLD-TV "measured preference" facts folder.



Clyde W. Rembert, President
The Dallas Times Herald Station
TV Twin to KRLD Radio 1080, full-time 50,000 watt Voice of Texas.

CLOSED CIRCUIT®

NBC's big deal • NBC has negotiated last piece of package deal involving major market realignment with agreement on acquisition of ch. 2 KTVU (TV) San Francisco for about $7.5 million. This, following essential official clearances, paves way for tax-free exchange of NBC's Philadelphia properties (WRCV-AM-TV) for RKO General's Boston properties (WNAC-AM-FM-TV) and $9.5 million sale of WRC-AM-FM-TV Washington to RKO. All transactions must receive prior approval (even before FCC consideration) of Justice Dept. in accord with consent judgment last year covering any change in NBC ownership in first eight markets (BROADCASTING, Jan. 25).

San Francisco negotiations were undertaken by P. A. (Buddy) Sugg, NBC executive vice president, after efforts to acquire San Francisco Chronicle's *ch. 4 KRON-TV had failed. Deal with Pabst-Ingrim-Pauley group for KTVU understood to be $6.9 million, plus assumption of equipment and contract obligations which would bring price to estimated $7.5 million for ch. 2 independent which began operation March 3, 1958 (KRON-TV is present NBC affiliate). Remaining facet—assuming Justice Dept. clearance—will be mandatory sale by Tom O'Neil's RKO of WGMS-AM-FM Washington to offset acquisition of WRC-AM-FM. Several offers reportedly in excess of $1 million have been received. Several weeks may be entailed for drafting of contracts and procurement of clearances.*

Major repair job • Strong bi-partisan sentiment is developing in Congress for ripper legislation which would affect future of all independent agencies, including FCC and FTC. Growing dissatisfaction, accelerated by tv disclosures and purported advertising excesses, has prompted Senate study by professional staff experts (Interstate Commerce Committee is charged with jurisdiction over most independent agencies) looking toward legislation, but there's little prospect of any action at this short session.

Notion is that if next elections yield single party control of both executive and legislative branches (either Republican or Democratic) new legislation is virtually certain. Two plans are discussed: (1) creation of super independent agency responsible only to Congress which would establish all major regulatory policies, with single administrator for each specialized phase; (2) integration of independent agency duties in established government departments, subject to Presidential control, with single administrator for each function.

Catching? • Raymond W. (Bill) Martin, staff member of House Legislative Oversight Subcommittee investigating payola in music recording-publishing and broadcasting fields, has turned songwriter. He's made test pressing and copyrighted first tune, "I'm Looking for My Love," bluesy-type ballad employing Spanish minor and major chords. He reports tune is gaining popularity around Washington night spots.

Still deadlocked • FCC last week again wound up in 3-3 tie on long-pending Indianapolis ch. 13 case involving competing applications of Crosley Broadcasting and WIBC-AM (Fairbanks). Crosley's WLWI has been on air since Oct. 30, 1957, but FCC, under court mandate, must reconsider decision. U.S. Court of Appeals held in June 1958 that Comr. T. A. M. Craven had not been qualified to participate in original decision favoring Crosley because he had not heard oral argument (BROADCASTING, June 23; Nov. 24, 1958).

FCC is in quandary because of new tie vote (Doerfer, Hyde, Cross for Crosley; Bartley, Lee, Ford for Fairbanks). It's even foreclosed from seeking opinion from its general counsel under delineation of functions and may have to petition U.S. Court of Appeals for District of Columbia for guidance. Question appears to be whether court could instruct Comr. Craven to participate after new argument of case.

Lestoil back in tv • Adell Chemical Corp.'s Lestoil cleanser product, which ranked 10th in total tv gross time expenditures for first nine months of 1959, with $13,707,900 (BROADCASTING, Dec. 28, 1959), and then surprised with cancellation of all tv spot schedules on more than 100 stations as of Jan. 1, will resume schedules in full starting Feb. 14. Jackson Assoc., Holyoke, Mass., agency for Lestoil, is giving affected stations two choices: either resumption of full schedules in fringe time as original contracts stipulated, plus addition of six more weeks to make up for the lost time, or else station can allocate remainder of money involved in its contract to spots in prime time, therefore causing reduction in total number of spots due to higher costs.

Demixture snag • FCC has hit legal, engineering and international snags in proposals, still within Commission, to change two California cities from predominately uhf to all vhf. In both cities, Fresno and Bakersfield, currently operating are two uhf stations and one vhf outlet. Commission rulemaking would delete ch. 12 from Fresno (KFRE-TV), add it and ch. 8 to Bakersfield which already has ch. 10 (KERO-TV). Fresno, in turn, would get chs. 2, 5, 7 (educational) and 9. Proposal was on FCC agenda last Wednesday but was not reached for action.

To move squatter • Formal protest against Mexico's exercise of squatter's right on 530 kc—one channel below lower limit of existing am band—is being drafted by U. S. State Dept. on ground that it is in contravention of international allocations. Mexico has notified NARBA nations that it plans to use channel in Mexico City for 50 kw radio station, whereas channel would not become available for use until 1961 and then for only low power (250 w) stations. In 1948, Mexico pre-empted 540 kc channel for XEWA San Luis Postosi with a similar "extra-legal" tactic. (BROADCASTING, Jan. 25).

Fm car radios • Sarkes Tarzian's broadcast equipment division, Bloomington, Ind., is marking time on decision whether to market car fm radio —perhaps waiting to see results at Motorola Inc., Chicago-based manufacturer, which will sell car unit. There are divided camps at Tarzian Inc., whose principal also has station interests (WTTS-AM-FM and WTTV (TV) Bloomington and others). One big question: whether to come out with fm-only tuner or combination am-fm model for automobiles.

Eager witnesses • FCC (it hopes) has completed chore of taking public testimony in programming hearing (see story, page 60), but final determination of all that goes in record still has not been made. For instance, songwriter Gloria Parker, whose battles with RCA-NBC and CBS have made news in past, has sent statement after Commission failed to call her in person. And Chicago's Lar Daly has repeatedly demanded opportunity to be heard. There's dispute among commissioners on what action to take on both requests.

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OVER
3,000
FEATURE
FILM
TITLES

6
WITI-TV

MORE
THAN
ALL
OTHER
STATIONS
COMBINED

6
WITI-TV

MGM
•
RKO
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20th CENTURY
FOX
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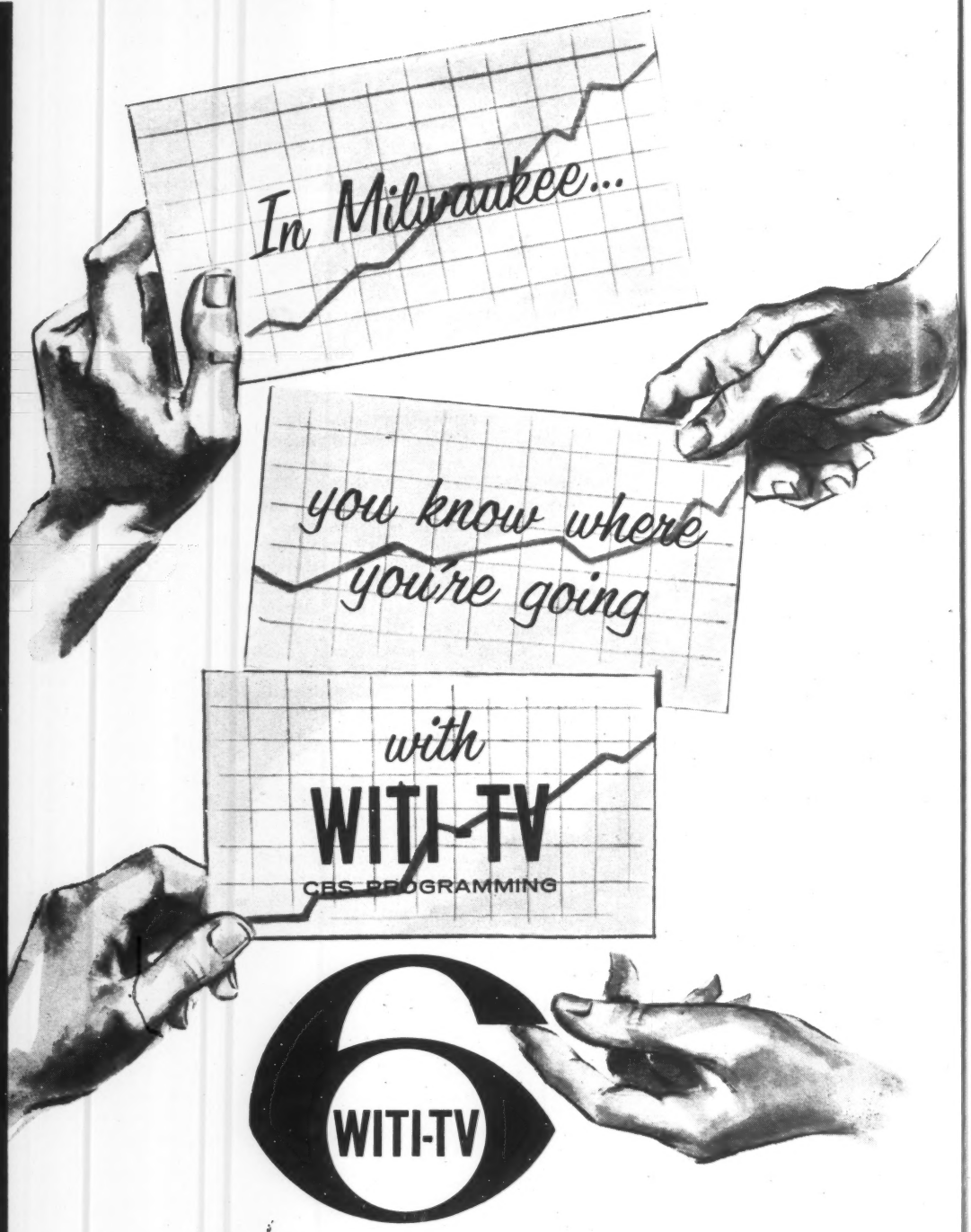
ALLIED
ARTISTS
•
PARAMOUNT
•
UNITED
ARTISTS



EXPERIENCED HANDS to help build your sales in one of America's most prosperous markets. Call BLAIR today for top rated minutes.

a **STORER** station

National Representatives
BLAIR TELEVISION ASSOCIATES

WEEK IN BRIEF

MR. SWAN

For radio and tv to survive . . . • . . . they must rule their own houses. This is how to overcome the current attacks, believes Robert G. Swan, president, Swan & Mason Adv., New York. One proposal he offers: that network affiliates elect hard-hitting executive committees "to ride herd" on network programming operations. Broadcasters should have a lot more to say about what they televise, he argues in this week's MONDAY MEMO. Page **22.**

A special meeting • FCC session considers proposed legislation and rulemaking covering station injunctions, tv quiz deception, payola, sponsor identification and digest of Attorney General's report. Page **27.**

Doerfer take initiative • FCC chairman assumes tough, fatherly role by telling NAB to lay aside its anemic tv code and replace it with a seal of approval for commercials and programs; suggests all media might adopt the idea. Page **28.**

Pepsi's network radio splash • Soft drink advertiser pours some $1.5 million into campaign that includes all four radio networks. Bottlers get the word to enter spot radio as supplementary move. Page **35.**

AFA's day in Washington • Advertising Federation of America faces the capital music, hears hard-to-take criticism, asks a chance to clean its own house without government interference and meets socially with legislators and regulators. Page **38.**

ANA's crisis formula • Group adopts three-point program to meet the crisis in the advertising industry. Page **42.**

No new vhf channels • Comr. Ford tells Senate Communications Subcommittee chances are dim for getting more vhf channels from military during tv allocations hearing. Page **54.**

The hearing is over • FCC brings down curtain in its inquiry into television with testimony from ABC's Goldenson and Treyz. Page **60.**

How advertisers can aid tv • NBC's Sarnoff directs appeal to advertisers, urging purchase of public affairs-cultural programs, supports advertiser voice in television and underlines opposition to publishing concept. Page **46.**

Rules out violence • Tv's responsibilities to children cited in NBC statement to network's production organizations. Order hits extreme treatments of sex and violence in programs reaching family audience. Page **72.**

Use of Videotape • Ampex symposium draws telecasters to San Francisco for exchange of reports on how each is using tape in programming. Page **81.**

Canada's first two • Television grants made under new policy permitting private tv operation in markets heretofore exclusively reserved for CBC-TV outlets. Page **92.**

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BUY ONE GET THREE IN MICHIGAN

WILX-TV LANSING
26th
TV market nationally*—
Lansing, Jackson, Battle Creek

WILX-TV JACKSON
11th
in population**—
Lansing, Jackson, Battle Creek

WILX-TV BATTLE CREEK
46.2%
outstate Michigan population**
Lansing, Jackson, Battle Creek

SERVING MICHIGAN'S GOLDEN TRIANGLE

*Television Age 100 Top Markets 11-30-59
**SRDS Consumer Market Data 1-1-59

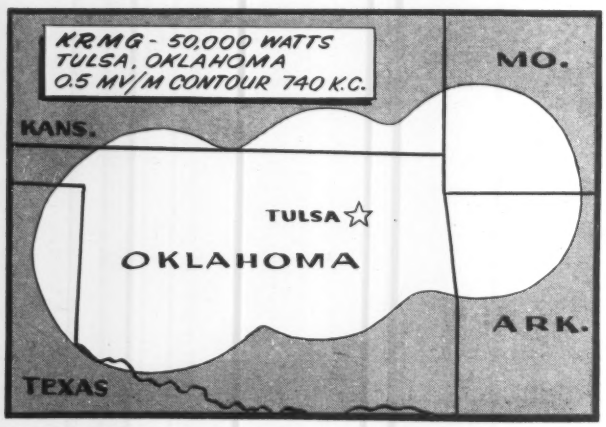
WILX-TV CHANNEL 10
LANSING
JACKSON
BATTLE CREEK

Associated with WILS-Lansing WPON-Pontiac
CONTACT VENARD, RINTOUL & McCONNELL

Pulse proves that KRMG gives you more for your money than any other Tulsa advertising medium

Regional KRMG

CBS FOR TULSA AND ALL OKLAHOMA



Latest Pulse study shows KRMG ahead of 83 other stations in 61 counties morning and afternoon with 17% share; 20% share evenings. Regional KRMG's 50,000 watts on 740 kc (best frequency in Tulsa) covers an area that accounts for about $2,740,000,000 in retail sales. For big coverage and big results, use KRMG. Ask General Manager Frank Lane or John Blair for more facts.

KANSAS CITY	KCMO	KCMO-TV	The Katz Agency
SYRACUSE	WHEN	WHEN-TV	The Katz Agency
PHOENIX	KPHO	KPHO-TV	The Katz Agency
OMAHA	WOW	WOW-TV	John Blair & Co. —Blair-TV
TULSA	KRMG		John Blair & Co.

Meredith Stations Are Affiliated With
BETTER HOMES & GARDENS • SUCCESSFUL FARMING Magazines

LATE NEWSBREAKS ON THIS PAGE AND NEXT • DETAILED COVERAGE OF THE WEEK BEGINS ON PAGE 27

HARRIS: STIFF LAWS NEEDED

Committee report asks sweeping reforms

Stations "have virtually surrendered control of programming during the best broadcasting hours to the networks, who in turn have often abdicated control to advertisers," House Legislative Oversight Subcommittee said in report released yesterday (Sunday), recommending sweeping legislation to amend Communications Act and Federal Trade Commission Act.

House group headed by Rep. Oren Harris (D-Ark.) also recommended FCC monitor station programs to extent needed to assure program balance and require stations to make audio tapes of all personal interview programs (so persons who feel they have been defamed will have evidence). Legislative recommendations for FCC:

(1) Make it criminal offense for any person to participate in or conspire with others to broadcast program with intent to deceive viewers or listeners; (2) suspend for brief period license of station not broadcasting in public interest when "previously warned" by FCC.

(3) License tv and radio networks with renewals based on hearing finding renewal is in public interest, guidelines to be based on prohibiting network from (a) furnishing deceptive material to stations, (b) surrendering control of broadcast material to advertisers, (c) using any broadcast facility to promote product or service of any company in which network has any interest and (d) entering any contract which would limit affiliates' public interest responsibility.

Payola Restraint • (4) Require announcements of payments for plugs to licensees or "any other individuals or companies," with criminal penalties.

(5) Prohibit payoffs among competing applicants for broadcast facilities except out-of-pocket expenses and prohibit 'swap-off" of other licenses for same reason, whether case is pending before FCC or courts; when FCC approves payoff, it would be required to re-open case for 30 days for new applicants.

(6) Require public hearing in community where station is located or is to be located before issuing any license, giving interested parties opportunity to be heard. (Rep. Harris said in news conference this did not include "renewals" of all existing stations and said such hearing "could be in addition to or in lieu of" usual Washington hearing in contested cases.)

(7) State congressional policy against trafficking in licenses and prohibit new station or newly-purchased station from being sold for three years unless shown in community hearing to be in public interest (e.g., to prevent hardships caused by bankruptcies, deaths and incapacitations); repeal of present prohibition against FCC considering another purchaser in public interest; require public hearing in community on transfer unless FCC publishes reasons why public interest will be served without hearing.

Proposals for FTC • Legislation recommended for FTC:

(1) Empower FTC to seek temporary restraining order, pending investigation and disposal of complaint, in all types of unfair or deceptive business practices (it has such authority now only in false advertising of food, drugs, devices and cosmetics).

(2) Make stations, networks and advertising agencies subject to same criminal penalties now imposed on advertisers.

Three GOP subcommittee members —Reps. William L. Springer (Ill.), Steven B. Derounian (N.Y.) and Samuel L. Devine (Ohio)—disagreed with group's finding that FTC is empowered to act against rigged tv shows, supporting stand by FTC Chairman Earl Kintner. They asked in "separate views" for legislation giving FTC "clear jurisdiction" in field of programs.

Rep. Bennett said he felt FTC had power over tv quiz deception and should have tested it to resolve doubts, but he felt "primary responsibility" of maintaining "sanctity of program content rests with the FCC." He called subcommittee report "wordy" and "in some respects overly dramatic," but still "fair appraisal."

He said he's asking early hearing on his network regulation bill (HR 5042) and will introduce bills this week to: (1) give FCC power to issue licenses of one year or less as alternative to regular renewal where public interest indicates and to suspend licenses for 30-day periods in lieu of revocation. (He saw these as less harsh and drastic than revocation and refusal to renew); (2) prohibit use of station for deceptive advertising or preparation of programming involving deception (rigged quizzes etc.), with criminal penalty for violation. This would include commercials or any on-air promotion.

No pre-air seal

NAB President Harold E. Fellows took sharp issue with FCC Chairman John C. Doerfer Feb. 5 after chairman had told Advertising Federation of America, broadcasters should adopt pre-air seal of approval for individual programs and commercials (see story, page 28).

"Media, advertisers and agencies all have the same objective—truthfulness and complete believability of advertising," Mr. Fellows said. "We agree there is need for more self-regulation and have meetings scheduled during the next few weeks, including our board of directors, to work out the means and methods.

"There is disagreement over the specifics but complete agreement on the objectives. We are planning greatly increased self-regulation." NAB, however, has opposed advance seal of approval idea.

AFA proposes plan for self-regulation

Plan of self-regulation for entire advertising industry was proposed Feb. 5 at Washington conference of Advertising Federation of America by James S. Fish, vice president of General Mills and AFA board chairman.

AFA national board will ask local ad clubs to study all advertising in their territories to act on untruthful or bad-taste advertising. Their reports will be referred to local Better Business Bureaus for action by these business policing units or to vigilance committees if no BBB is operating. Cases that can't be solved at local level will be referred to AFA's national headquarters which will take remedial action with advertiser.

This cooperative idea is working effectively in Cleveland, Mr. Fish said, with 87% of merchants and business firms subscribing to code of standards and submitting to screening of all advertising at its source.

Doerfer Opinion • FCC Chairman John C. Doerfer was questioned briefly after his formal talk in which he all but demanded that NAB adopt a pre-air

AT DEADLINE CONTINUED

seal of approval for advertising and commercials. Asked if he endorsed NBC President Robert Sarnoff's suggestion that FCC endorse NAB tv code, Chairman Doerfer said, "If we decide the Commission has the power to control the ingredients of programs, I see nothing wrong with taking over the NAB code and administering it."

He voiced doubt over the right of government sanctions, adding, "I frequently endorse the code. It's one thing, however, for broadcasters to enforce their own code and for the government to do it. You in industry can move rapidly. I've never seen so much red tape as we have at the Commission, most of it brought on by the industry itself. If counsel for a murderer ever got a change of venue to the FCC, the defendant would be dead long before he could be convicted and sentenced."

Chairman Earl W. Kintner of Federal Trade Commission said "rigged quiz shows and the illegal payment of payola to radio and television disc jockeys will prove to be the harsh medicine necessary to cure the subservience of some in the broadcasting industry to predatory advertisers and their advertising agencies. These, in turn, when confronted with a chastened and cautious broadcasting industry, would be far less inclined to spend money on commercials that cut the corners of the law."

While FTC has named agencies as parties respondent in complaints, it has not brought media into its cases. Mr. Kintner said he hoped FTC "never will find it necessary to make any publishing medium, printed or broadcasting, party respondent in a deceptive advertising case."

Concurs With Rogers • Mr. Kintner concurred with Dec. 30, 1959, report by Attorney General William P. Rogers dealing with broadcast responsibility. Observing that FTC had turned over its payola data to FCC as well as Internal Revenue Service, he said, "If in any case it appears that licensees as well as employes have accepted or benefited from payola, both the Attorney General and the FCC will be informed so consideration can be given on whether to take action under Secs. 317 and 501 of the Communications Act." He suggested "an exceedingly high percentage" of record firms and distributors use payola as standard commercial procedure.

If FTC inquiries show broadcasters have prepared and produced advertisements for radio and tv, FTC staff will consider proceeding against broadcasters if law may have been violated, he warned.

FCC proposes bills on payola, deceit

FCC Friday (Feb. 5) approved for transmission to Congress proposed legislation amending U. S. Code to make criminal offenses of both offering or accepting payola and of broadcasts designed to deceive public. At same special meeting, Commission issued proposed rulemaking to cover both subjects.

Legislation proposal that FCC adopted was essentially same text submitted by General Counsel John L. FitzGerald (see page 27 for texts). Both proposed bills are designed to reach persons other than licensees (i. e. disc jockeys, record firms, publishing houses and distributors on payola; producers, directors and independent performers on program deception). Sanctions call for fine of $5,000, and/or one-year imprisonment.

Comments on rulemaking proposals are due by March 1. Rule relating to payola, combination of proposals submitted by Mr. FitzGerald and Broadcast Bureau Chief Harold Cowgill, require licensees to adopt procedures to prevent such practices. Deceptive quiz rules were adopted from draft of proposed rule submitted by Comr. Frederick W. Ford (see page 32 for text).

WEEK'S HEADLINERS

MR. LERNER

MR. REED

MR. SCHREIBER

MR. HACKETT

LOUIS C. LERNER, Boston financier who owns controlling interest in Official Films, N.Y., named chairman of board, succeeding HAROLD L. HACKETT, chairman and president since 1953, who resigned. SEYMOUR REED, executive vp, assumes presidency, and attorney LEONARD I. SCHREIBER becomes vp and counsel. Mr. Reed has been with Official since it went into tv 10 years ago, and executive vp since 1956.

MR. MCFADDEN

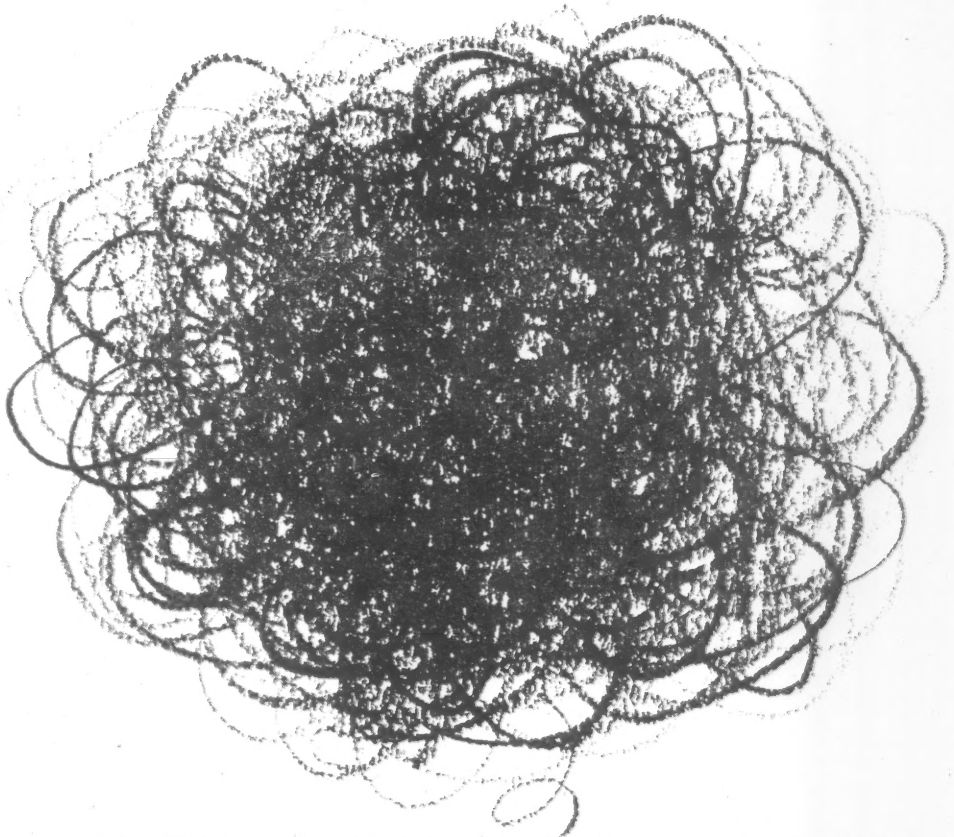
MR. BUCK

THOMAS B. MCFADDEN, vp, general sales executive, NBC-TV, named vp and sales manager, and MAX E. BUCK, station manager of WRCA-TV New York since March 1959, named vp and eastern sales manager for network. WILLIAM P. FAIRBANKS, who on Jan. 20 was named director of sales for NBC Radio, elected vp. Mr. Fadden joined NBC in 1934, and was named general manager of WRCA-TV in 1948. He then was transferred to KRCA Los Angeles for two years and returned to New York to reorganize and head NBC Spot Sales. He was elected vp in 1954 and in 1956 became vp in charge of WRCA-AM-TV, and vp, NBC-owned stations and spot sales. Mr. Buck was appointed director of merchandising, NBC owned stations, in 1953 and director of advertising-merchandising-promotion, WRCA-AM-TV. In March 1957, he became director of sales and marketing.

MR. POOR

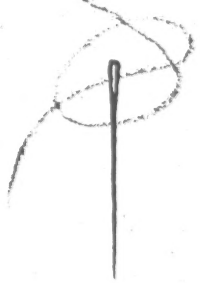
MR. WATSON

JOHN B. POOR and HATHAWAY WATSON, staff vps at RKO General, appointed vp in charge of finance and investment, and vp in charge of broadcast operations, respectively. Mr. Poor has been vp of organization since 1948 and was president of MBS when it was owned by RKO. Mr. Watson joined RKO General in February 1959 after several years as a partner with management consulting firm of Booz, Allen & Hamilton, New York. He will supervise the activities of the entire RKO General broadcasting chain, which includes: WOR-AM-TV New York, WNAC-AM-TV Boston, the Yankee Network, CKLW-AM-TV Detroit-Windsor, Ont., KHJ-AM-TV Los Angeles, WHBQ-AM-TV Memphis, KFRC San Francisco and WGMS Washington, D.C.



HOW DOES A NEEDLE SOUND? It could be the gentle sound of little fingers sewing a new apron for a favorite doll. Or Mom patching the seat of Junior's jeans. In Baltimore, it's the heavy sound of the big and prosperous textile industry. Millions of dollars are earned and spent by Marylanders working in clothing manufacturing. Add this to the millions more earned by Marylanders in other industries and you have one of the richest markets in America. There's big business here for your clients and you can sew it up neatly with WBAL-RADIO. It's the station that weaves the kind of wondrous sounds that attract and keep listeners—the folks who buy your clients' products or services. It's your progressive Maryland station with the elegant sound. **WBAL-RADIO BALTIMORE**

Broadcasting in the Maryland Tradition /associated with WBAL-TM-TV /Nationally represented by Daren F. McGavren Co., Inc.



FAMOUS ON THE LOCAL SCENE YET KNOW

YOU KNOW WHERE YOU'RE GOING with STORER

—THE STATIONS THAT ACCENT THE SELL

Steer your sales to steady increases with a name that is known for results. Storer stations give you maximum audience sales impact in the nation's important markets. For example, in Miami, Storer Radio WGBS covers all South Florida with 50,000 watts, CBS programming, and top local personalities. In Milwaukee, Storer Television WITI-TV provides one of America's most prosperous markets with CBS programs and the largest library of film features of any station in the area. With Storer stations, you know where your sales are going. With Storer . . . they're going up!

OW THROUGHOUT THE NATION

STORER BROADCASTING COMPANY©

STORER STATIONS

TELEVISION

DETROIT
WJBK-TV

•

CLEVELAND
WJW-TV

•

TOLEDO
WSPD-TV

•

ATLANTA
WAGA-TV

•

MILWAUKEE
WITI-TV

•

RADIO

PHILADELPHIA
WIBG

•

DETROIT
WJBK

•

CLEVELAND
WJW

•

WHEELING
WWVA

•

TOLEDO
WSPD

•

MIAMI
WGBS

•

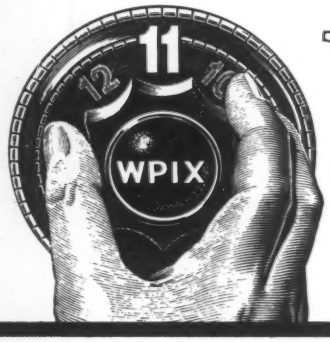
LOS ANGELES
KPOP

NATIONAL SALES OFFICES:
625 Madison Ave., N.Y. 22
PLaza 1-3940
230 N. Michigan Ave., Chicago
FRanklin 2-6498

the prestige independent with network programming!

MEET McGRAW
SAN FRANCISCO BEAT
NAVY LOG
SHOTGUN SLADE
TRACKDOWN
THIS MAN DAWSON
THE CALIFORNIANS
THE HONEYMOONERS
MR. ADAMS AND EVE
26 MEN
AIR POWER
DEADLINE
STATE TROOPER
COLONEL FLACK
SILENT SERVICE
FLIGHT
PANIC
POLICEWOMAN DECOY
IT'S A GREAT LIFE
SPECIAL AGENT 7
YOU ARE THERE
HIRAM HOLLIDAY
BOLD VENTURE
AND 46 OTHER TOP SHOWS

New York *audiences* have learned to expect network quality entertainment *every* night on WPIX-11. *Advertisers* know that of *all seven* New York stations only WPIX offers so many opportunities to place *minute* commercials in *prime evening time* in such network quality programming. This "quality compatibility" obviously best complements and supports your commercial messages. It's one of many reasons why WPIX carries more minute commercials from the top 25 national spot advertisers than *any* other New York TV station*. *Where are your 60-second commercials tonight?*



WPIX *new york*

The only New York independent qualified and permitted to display the *National Association of Broadcasters Seal of Good Practice*

**Broadcast Advertiser Reports*

A CALENDAR OF MEETINGS AND EVENTS IN BROADCASTING AND RELATED FIELDS
(*Indicates first or revised listing)

FEBRUARY

Feb. 7-9—Advertising Federation of America First District conference, Statler-Hilton Hotel, Boston.

Feb. 7-9—Regular quarterly board meeting, National Community Television Assn. Mayflower Hotel, Washington, D.C.

Feb. 8—House Legislative Oversight Committee hearing on payola.

Feb. 8—Academy of Television Arts & Sciences at New York, forum on tv for children and teenagers, CBS Studio 52.

Feb. 8—Minneapolis Sales Executive Club, Hotel Normandy. Speaker: Robert Hurleigh, president, MBS.

***Feb. 9**—Chicago Advertising Executives Club monthly meeting, Chicago Federated Adv. Club headquarters, 36 S. Wabash Ave. Key speaker: Clark George, CBS vice president and general manager of WBBM-TV Chicago, on "A New Decade of Television."

Feb. 9—Radio & Television Executives Society timebuying-selling seminar. Ray L. Stone, associate media director, Maxon Inc., and Robert A. Wulfhorst, associate media director, Dancer-Fitzgerald-Sample, discuss the "Station Image Factor In Timebuying." Hotel Lexington, New York, noon-2 p.m.

Feb. 9-10—Michigan Assn. of Broadcasters annual spring convention. Feb. 9—Annual dinner for lawmakers. Speaker: William C. DeWitt, president, Detroit Baseball Co. Feb. 10—Business matters and luncheon. Olds Hotel, Lansing.

Feb. 10-12—1960 International Solid-State Circuits Conference, sponsored by American Institute of Electrical Engineers, Institute of Radio Engineers and U. of Pennsylvania, Philadelphia, at the university.

Feb. 11—Houston Advertising Club forum, Shamrock-Hilton, Houston, Tex. Speakers: Donald S. Frost, senior vice president, Bristol-Myers, and board chairman of Assn. of National Advertisers; Arno H. Johnson, vice president-senior economist, J. Walter Thompson, and board chairman of Advertising Research Foundation; James S. Fish, vice president-advertising director, General Mills, and board chairman of Advertising Federation of America; Sylvester (Pat) Weaver, board chairman, McCann-Erickson Corp. (International). C. James Proud, president, AFA, will speak at noon luncheon.

Feb. 11-12—British Columbia Assn. of Broadcasters annual meeting, Hotel Vancouver, Vancouver, B.C.

Feb. 13—American Women in Radio & Television, Chicago chapter, third annual "closed circuit" conference. Keynoter: Esther Van Wagoner Tufty, Tufty News Bureau, Washington, D.C., and AWRT national president-elect, on "Radio-Tv in an Election Year." Morning and afternoon panels, on tv and AWRT goals, respectively, will cover representative agency, sponsor, station, viewer and other levels. Among other key speakers: Fairfax M. Cone, Foote, Cone & Belding; Peter G. Peterson, Bell & Howell Co.; Edward H. Weiss, head of agency of same name. Ambassador West Hotel, Chicago.

Feb. 13—Western States Advertising Agency Assn. annual dinner dance at Ambassador Hotel, Los Angeles. Award will be presented to "Advertising Citizen of 1959."

Feb. 13—Institute of Radio Engineers, Washington section, annual banquet. Hotel Statler-Hilton, Washington, D.C.

Feb. 14-20—Advertising Federation of America's National Advertising Week (co-sponsored by Advertising Assn. of the West).

***Feb. 15**—Hollywood Ad Club luncheon. Richard Jencks, president, Alliance of Television Film Producers, will speak on "Tv Films—Their Place in the Hollywood Sun." Hotel Roosevelt.

***Feb. 15-16**—Ampex Corp. Videotape symposium, "Two Years of Videotape Progress." Lawrence M. Carino, general manager of WWL-TV New Orleans, will be among speakers. Sheraton Park Hotel, Washington, D. C.

Feb. 15-19—National Sales Executives-International Cleveland Field Sales Management Institute, Sheraton-Cleveland Hotel.

Feb. 16—Chicago Broadcast Adv. Club monthly luncheon meeting. Guest speaker: Louis Hausman, director, Television Information Office. Sheraton Towers, Chicago.

Feb. 16—Radio & Television Executives Society timebuying-selling seminar, Jack Wrather, board chairman, Independent Television Corp., discusses commercial tv in Britain. Hotel Lexington, New York, noon-2 p.m.

Feb. 17—Hollywood Ad Club second annual Broadcast Advertising Clinic, all-day session at Hollywood Roosevelt Hotel. Producers' awards for best tv and radio commercials produced in Southern California during 1959 will be presented at luncheon. Phil Seitz of "Advertising Age" and Bill Merritt of BROADCASTING are again chairmen of the awards committee. Marv Salzman of MAC is clinic chairman.

Feb. 17—Assn. of National Advertisers, co-op advertising workshop, Hotel Sheraton-East, New York.

***Feb. 18-20**—Thirteenth annual Western Radio and Television Conference. Broadcasters' responsibilities and etv will be among topics discussed. Bellevue Hotel, San Francisco.

Feb. 18-23—American Bar Assn. midwinter meeting, Edgewater Beach Hotel, Chicago. ABA board of governors and groups, along with National Conference of Bar Presidents and Fellows of the American Bar Foundation, meet in advance of House of Delegates sessions Feb. 22-23. Progress report on study work with media representatives on controversial Canon 35 (radio-tv access to courtroom proceedings) expected to be filed.

Feb. 19—Senate Interstate & Foreign Commerce Committee session with spokesmen for federal regulatory agencies, networks, advertising agencies, advertisers, et al., on corrective measures being taken against alleged abuses in radio-tv. Washington, D.C.

Feb. 19—Sales Executives Assn. and Advertising Club of St. Louis, combined meeting, Statler Hilton Hotel. Speaker: Robert Hurleigh, president, MBS.

Feb. 19-22—National Sales Executives-International mid-winter board of directors meet, Robert Meyer Hotel, Jacksonville, Fla.

Feb. 21-22—Virginia AP Broadcasters—Washington & Lee U.'s radio newsmen's seminar.

Feb. 22-24—International Advertising Assn., first Latin American convention, Caracas, Venezuela.

Feb. 23—Radio & Television Executives Society timebuying-selling seminar. Tv personality Dick Clark speaks on the teen-age market. Hotel Lexington, New York, noon-2 p.m.

Feb. 24—Voice of Democracy annual contest luncheon and announcement of national winner. Speaker: Rep. Daniel K. Inouye (D-Hawaii) Statler-Hilton Hotel, Washington.

Feb. 24-25—Fifth annual State Presidents Conference under NAB auspices, Shoreham Hotel, Washington. Presidents of state broadcasters associations will attend; Voice of Democracy luncheon will be a feature.

Feb. 29-March 1—CBS Network Affiliates and

FIRST RATING!

#1

SYNDICATED SHOW IN LOS ANGELES

"THE FOUR JUST MEN"

26.3%
SHARE OF AUDIENCE

15.3 RATING

Tops all competition in this 7-station market. Wallops: Sea Hunt, Highway Patrol, Mike Hammer, Whirlybirds, State Trooper, etc.

ARB/November, 1959

ITC
INDEPENDENT TELEVISION CORPORATION

488 MADISON AVE. • N.Y. 22 • PL 5-2100

In Spokane's $2 Billion Market . . .

KREM-TV "Profile" Series wins viewer interest!

Profiles of over 100 key communities in the KREM-TV $2 Billion Market bring new viewer interest plus plaudits from viewers, school authorities and students. Even daily and weekly newspaper editors cooperate to help make this series authentic, topflight and overwhelmingly accepted.

Local Schools have even assigned classes to view, and report on this series!

KREM-TV's news, with emphasis on fast, accurate coverage (a retraction has never been necessary) pays big dividends when you invest in spots and programs. KREM-TV is Spokane's foremost news station . . . Spokane's foremost media value!

Community Profile series

. . . now being filmed by KREM-TV's News Editors, depicts weekly in NEWSBEAT premium "A" time the historical, economic, industrial, cultural and local highlights of each of the scores of communities in the $2 Billion Spokane Market.

Schools Praise Program!

Typical of the comments from local educators are excerpts of recent letter from H. W. Coman, Spokane Public Schools' Director of Instructional Aids Service: " . . . I congratulate KREM . . . meeting a very definite need in Washington History classes, as well as in our elementary Social Studies."

KREM·2
TELEVISION

Spokane, Washington

Represented by
Edward Petry & Co., Inc.

The Original Station Representative

Network Officials, special conference. Shoreham Hotel, Washington. Speakers will include Sen. Warren G. Magnuson (D-Wash.), chairman, Senate Interstate and Foreign Commerce Committee; Rep. Oren Harris (D-Ark.), chairman, House Interstate and Foreign Commerce Committee and House Legislative Oversight Subcommittee; FCC Chairman John C. Doerfer and FTC Chairman Earl Kintner.

MARCH

March 1—Radio & Television Executives Society timebuying-selling seminar. John F. Hurlbut, director of promotion-public relations, WFBM-TV Indianapolis, and Harold A. Smith, program promotion-merchandising manager, Needham, Louis & Brorby, handle topic, "It Takes Two To Tango In Agency-Station Cooperation." Hotel Lexington, New York, noon-2 p.m.

March 4-6—Disc Jockey Assn. convention, Los Angeles. Business sessions at 20th Century-Fox studios, where d.j.s will participate in filming "The Big Platter Parade."

March 7-11—National Sales Executives-International San Francisco Field Sales Management Institute, Hotel Mark Hopkins there.

March 8—Radio & Television Executives Society timebuying-selling seminar. John F. Howell, CBS Films' vice president-general sales manager, and Charles W. Shugert, the Joseph Katz Co.'s executive vice president, on "Syndication as a Media Buy." Hotel Lexington, New York, noon-2 p.m.

March 8-11—Audio Engineering Society west coast convention, Alexandria Hotel, Los Angeles.

*March 9-11—**NAB Board of Directors**, Statler Hilton, Washington (postponed from Jan. 27-29). Tv Board meets March 9; Radio Board March 10; Joint Boards March 11.

March 13-14—Texas Assn. of Broadcasters spring meet, Rice Hotel, Houston.

March 15—Radio & Television Executives Society timebuying-selling seminar. Richard S. Salant, vice president of corporate affairs, CBS, Inc., and speaker from advertising agency of one of the major political parties, discuss "The Fall Political Campaigns and Broadcasting." Hotel Lexington, New York, noon-2 p.m.

March 15—Academy of Television Arts & Sciences at New York, forum on educational tv, NBC.

March 15-17—Electronic Industries Assn., spring conference. March 15, military seminar; March 17, government-industry dinner. Statler Hilton, Washington.

March 17-19—Advertising Federation of America Ninth District convention, Cornhusker Hotel, Lincoln, Neb.

March 18-19—Arkansas Broadcasting Assn., annual spring meeting. Principal speaker: John F. Meagher, NAB vice president for radio. Petit Jean State Park, near Morrillton.

March 20-23—National Educational Television & Radio Center, meeting of program managers of affiliated stations, KUHT (TV) Houston.

March 21-23—Canadian Assn. of Broadcasters, annual convention. Meetings this year will deal primarily with business of association and BMI Canada Ltd. Latter will be open to advertisers and agency executives, but CAB meetings will be for members only. Chateau Frontenac Hotel, Quebec City, Que.

March 21-24—Institute of Radio Engineers national convention, Coliseum and Waldorf-Astoria, New York.

March 31—Academy of Television Arts & Sciences forum on "Do They [ratings] Really Know?"

APRIL

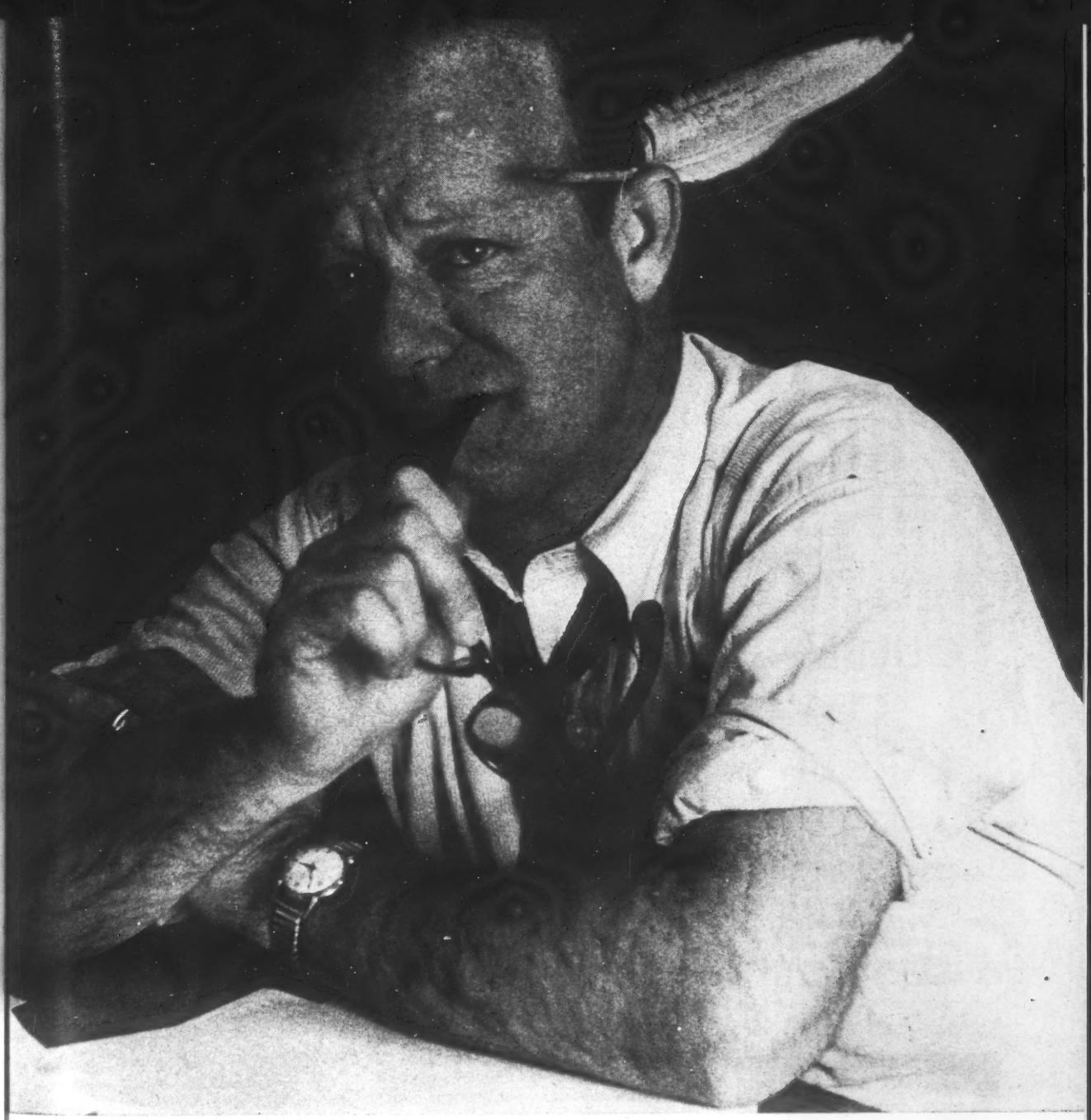
April 1—Comments due on **FCC** rulemaking to duplicate 23 clear channels with additional nighttime service.

April 1-3—Women's Advertising Clubs eastern inter-city conference, Sheraton-Biltmore Hotel, Providence, R.I.

April 2—Assn. for Professional Broadcasting Education, Conrad Hilton Hotel, Chicago.

April 3-7—NAB Annual Convention, Conrad Hilton Hotel, Chicago.

April 4—Academy of Motion Pictures Arts & Sciences annual Oscar awards ceremonies, Pantages Theatre, Hollywood, and broadcast on NBC Radio-Tv networks 10-11:30 p.m. EST.



"You think you got problems?"

"Last night I get stuck for the check at Tom's. I miss the 5:22. This morning I break a shoestring on my cordovans. My substitute secretary puts cream in my coffee. The maitre d at the Sixes gives me a glassy stare when I show up with a client for lunch. The waiter brings me a Martini with an olive. My manicurist can't take me at 4 as usual. My speaker phone's got feedback. My contour chair is out of whack. The vest to this suit was misplaced at the cleaners.

"Now I hear a tv set is on the blink in WSLS-TV's 58-county market, changing the total tv homes from 448,001 to 448,000."

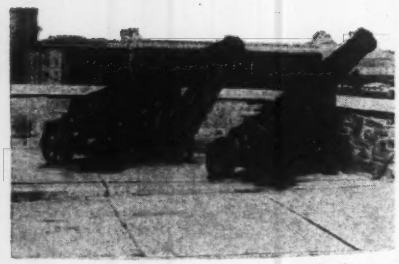
WSLS-TV

Channel 10 • NBC Television

Mail Address: Roanoke, Va.

A broadcast service (with WSLS Radio)
of Shenandoah Life Insurance Company

National Representatives: Blair Television Associates



ramparts, Quebec

TWO BIG GUNS

COVER QUEBEC CITY MARKET

Use Quebec's most reliable medium to reach Canada's fifth largest market with one of the lowest combined cost per thousand selling impressions.

FRENCH
CFCM-TV
QUEBEC'S SELLING COMBINATION
CKMI-TV
ENGLISH

Reps: Jos. A. Hardy & Co. Ltd.
Scharf Broadcast Sales Ltd.
Weed Television Corp.

OPEN MIKE

'Minds in conflict' editorials

EDITOR: . . . I am particularly impressed by [your] editorials and their distinction between advertising and communications interests in a medium. . . .—*William E. Matthews, Vice President and Director of Media Relations and Planning, Young & Rubicam, New York.*

[Combined reprint of the editorials, Dec. 7, 14, 1959, is still available, 10¢ each. The struggle for authority between the advertising mind and the communications mind is discussed.—THE EDITORS]

Seek NARBA treaty clause

EDITOR: Concerning your editorial, "NARBA now or never," in Jan. 25 issue, you make it sound as if daytimers are opposed to NARBA in its entirety. We are asking only that a reservation be put into paragraph 8 so that the daytime hours of over 250 stations on Mexican clears can be negotiated at some time in the future, a point overlooked by those drawing up the treaty.

Constituting nearly 50% of all am broadcasters, we 1,700 daytimers resent being unjustly excoriated in the editorials of BROADCASTING and being pictured as the black villain in the act. — Indignantly, *George C. Udry, Secretary-Treasurer, WSIV Pekin, Ill.*

'Politics over principle'

EDITOR: YOUR EDITORIAL [page 106, Feb. 1] DEFINITELY IS ON RIGHT TRACK. YOU MORE THAN ANYONE CAN EFFECTIVELY RALLY AND GUIDE ALL BROADCASTERS BIG AND SMALL TO HAVE COURAGE AND TO STAND ON PRINCIPLE. —HARRY C. BUTCHER, KIVA (TV) YUMA, ARIZ.

Other side of the story

EDITOR: John Arthur's letter in OPEN MIKE of Jan. 25 gives too much credit to what he terms the "impact" of his short note to OPEN MIKE on Jan. 11, in which he seconded the views of someone who felt that management should have nothing whatsoever to do with music.

What he refers to a "directive to look for another job" came not after the issue of Jan. 11 reached my attention, but occurred on Dec. 28 following his failure to appear for work as scheduled on Christmas Day.

Contributing to his departure from this station were [other] minor things . . .—*George Brooks, General Manager, KOTE Fergus Falls, Minn.*

Hawaiian market story

EDITOR: . . . your thoughtful study of the Hawaii market was thorough, complete and accurate. . . . My congratulations for so ably bringing into sharp focus a market that has long been impeded by the misconceptions or ignorance on the part of mainlanders who haven't been here since it became the 50th state.—*Hal Bock, Public Relations, Honolulu.*

[Reprints are available, 20¢ each.—THE EDITORS]

ARB's vhf coverage survey

EDITOR: The article in your Jan. 18 issue, "Vhf signal spread is widened," disturbs me considerably. The views and findings of ARB here seem to have some dangerous potentialities for television.

The clear implication of the article is found in the opening sentence, "Tv stations are selling their coverage areas short." This is an opening invitation to read further and find out how much additional "coverage" might be claimed for any given station or market, particularly the four markets cited.

Many years ago a cliche was coined, "Only listening (viewing today) is coverage." This principle has been very widely followed in evaluating broadcasting stations by buyers and many sellers of time.

The data quoted by ARB are not of the type ordinarily ascribed to this organization (diaries of viewing behavior). Rather, they are based on the answers to a question, "From what stations are you *able* to receive a picture clear enough for viewing?". (Underscoring is mine.) This scarcely satisfies a definition of *viewing*. . . . Many families may be able to receive at least a minimum service from two or three affiliates of the same network, but they will concentrate their viewing on the station with the best signal. . . . —*Charles H. Smith, Tv-Radio Research Consultant, Minneapolis.*

[The purpose of the story was to show vhf signals were regularly getting out farther than ARB had previously thought they were. Nowhere did we indicate that the information pertained to viewing or that any measurement of audience should be construed.—THE EDITORS]

BROADCASTING

SUBSCRIPTION PRICES: Annual subscription for 52 weekly issues $7.00. Annual subscription including Yearbook Number $11.00. Add $1.00 per year for Canadian and foreign postage. Subscriber's occupation required. Regular issues 35¢ per copy; Yearbook Number $4.00 per copy.

SUBSCRIPTION ORDERS AND ADDRESS CHANGES: Send to BROADCASTING Circulation Dept., 1735 DeSales St., N.W., Washington 6, D.C. On changes, please include both old and new addresses.

"Listen to this, Bill", said the WeeReBeL as he sat on the desk to chat with Bill Hinman, Lambert & Feasley, Inc., New York.

Have you heard what the WeeReBeL said to Lambert & Feasley?

"We're a combination hard to beat..."

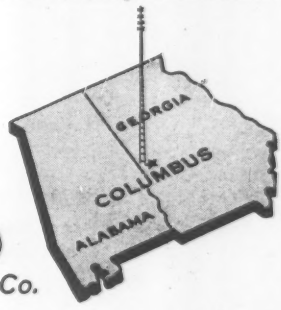
Metropolitan Columbus, Georgia is the *25th market* in the U. S. for per family income ... over a million people can watch *us* in our 47 county coverage area ... WRBL-TV and WRBL Radio are the stations that consistently pay off for advertisers. CALL HOLLINGBERY for top ratings, rate details ... package plans ... market data ... programming information ... penetration data ... and *prime availabilities.*

WRBL

TV-CHANNEL 4 • RADIO-5000 WATTS

a COLUMBUS, GA. (abc) (CBS)

Represented by George P. Hollingbery Co.



RCA Rack-Mounted T

"Fits In" where c

NO DOORS TO OPEN
NO PANELS TO SLIDE
NO GYMNASTICS IN SERVICING
The RCA TV Tape Recorder is the ultimate in accessibility and space-conserving design.

RCA SERVES BROADCASTERS THROUGH ELECTRONICS

TV Tape Equipment other designs "Stick Out"!

Any station can find rack room for the RCA TV Tape Recorder. Its rack-mounted design fits in anywhere. It adapts inconspicuously and unobtrusively . . . along one wall, across a corner . . . or into a mobile unit where all space is at a premium.

Without protruding doors or panels to open up and take up space, the RCA TV Tape Recorder is conveniently operated from the front and easily serviced from the rear. Your film room can become your tape room with a maximum of accessibility and a minimum of alteration. Your mobile unit can be used as a tape unit with all essential camera and control equipment included in it.

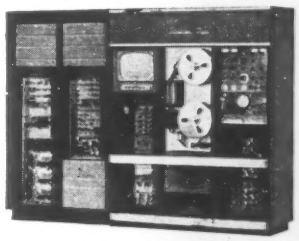
Any way you look at RCA TV Tape equipment, it's apparent that the "kind of space" the RCA Recorder requires keeps the "user cost" down to a minimum. Many regard this as the most important "plus" in a host of other fine features, including superb picture quality and operating simplicity. You'll find it well worth your while to consider carefully *all* the reasons why RCA TV Tape equipment is best for your requirements.

Don't settle for less than the best. See your RCA representative. Or write to RCA, Dept. DB-22, Building 15-1, Camden, N. J. In Canada: RCA VICTOR Company Limited, Montreal.

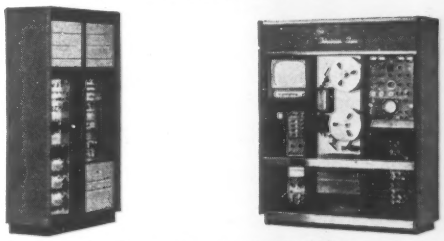
Why You Get The Best When You "TAPE IT RCA"

21 Outstanding RCA Features

1. Centralized control panel including metering of audio, video, control track and master erase heads.
2. Better than 36 db video signal-to-noise at wide bandwidth video.
3. Quadrature delay lines, record and playback.
4. Built-in picture monitor and oscilloscope with push-button selection of signals.
5. Continuously variable winding speed.
6. Foot-switch on reel brakes for easy tape threading.
7. Air lubricated tape guides.
8. Space-saving rack-mounted design.
9. Four channel video equalizer.
10. FM deviation meter.
11. Coarse and fine adjustment of control track phase with full 4-track range.
12. Simultaneous playback of program audio and control track during record.
13. Playback tape speed control for synchronization of two or more machines.
14. Tape footage indicator.
15. Complete cue channel facilities.
16. Calibrated control for measuring remaining video head life.
17. Automatic control of shoe positioning for protection against skewing in pictures.
18. Balanced shoe adjustment for protection against scallops in pictures.
19. Provisions for accurate tape splicing.
20. Master erase head.
21. Precision reel hubs for long bearing life.



In-line arrangement—allows maximum accessibility for maintenance and operation.



Corner arrangement—ideal for restricted areas. Assures excellent accessibility.

Mobile unit arrangement—accommodating cameras and tape equipment in one place.

RCA

RADIO CORPORATION of AMERICA

BROADCAST AND TELEVISION EQUIPMENT • CAMDEN, N. J.

Tmk(s)®

MONDAY MEMO

from **ROBERT G. SWAN,** *president, Swan & Mason Adv., New York*

For radio and tv to survive . . .

The broadcasting industry is living through bitter days.

It was founded and nursed by dedicated men; men who were keenly aware of their great responsibilities to the public and to the new industry. Many of these pioneers are still active, for broadcasting is young.

It is only recently that the slick operators moved in on some areas of the business. As usually happens when integrity gives way to expediency, disaster struck —and struck hard.

Today radio and tv are beset on every side, fairly and unfairly. New clamors arise almost daily. The result is a confused and bewildered industry which seems at the moment unable to close ranks and cope with the attacks.

Madison Ave. Grapevine • To state that there were many warnings may seem useless hindsight. There have been plenty of mutterings in the Madison Avenue barracks for a long time. The grapevine had it that the way to become a successful packager was to cut in silent partners; that you could get a "free" plug for your product in the broadcast time some other manufacturer was paying for by taking care of the "right" people, and that a music publisher could emerge with a star platter by "icing" you-know-who.

Those of us around broadcasting long enough to develop a sense of smell and who still operate at street level didn't have to depend entirely upon whispers. For example, the long series of coincidences and cliff-hangers that trademarked the quiz programs defied mathematical probability.

One voice faintly heard above the din of clanging cash registers was that of my good friend, Edward R. Murrow. I recall a speech he made in Chicago during October 1958. Referring to "methods of utilizing these instruments of radio and television in the interests of a free society," he said:

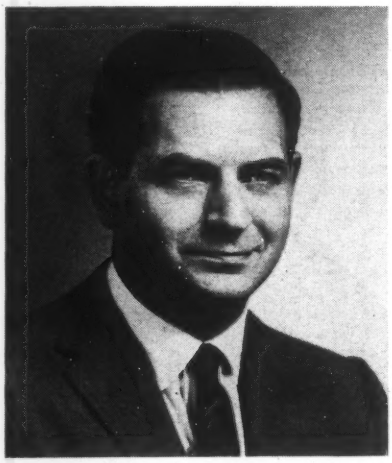
Murrow's Warning • "It may be that the present system, with no modifications and no experiments can survive. Perhaps the money-making machine has some kind of built-in perpetual motion, but I do not think so. To a very considerable extent the media of mass communications in a given country reflects the political, economic and social climate in which it flourishes. That is the reason ours differs from the British and French, or the Russian and Chinese. We are currently wealthy, fat, comfortable and complacent.

"We have currently a built-in allergy to unpleasant or disturbing information. Our mass media reflect this. But unless we get up off our fat surpluses and recognize that television in the main is being used to distract, delude, amuse and insulate us, then television and those who finance it, those who look at it and those who work at it, may see a totally different picture too late."

Less than a year after Mr. Murrow's prophetic warning, not his first by any means, the public saw the "totally different picture" emerge with a stunning suddenness. Precious corporate and individual images, so carefully fabricated by public relations experts, were shattered left and right.

Now we're in trouble. What are we going to do about it?

I think we all agree that the solution should and must come from within the industry. I believe that most thoughtful government people are hoping for that.



Robert G. Swan formed Swan & Mason Adv. last October, winding up a 13-year association with Joseph Katz Co., New York and Baltimore. During much of that time, Mr. Swan was vice president and account executive involved intimately with radio-tv. He first joined NBC in 1935 as a writer-director. He resigned the day after Pearl Harbor to serve in a special unit task force of the Army. He joined Katz at war's end.

I think we all recognize that if this is going to be accomplished the industry must unite and take the initiative with a realistic and workable plan.

One Proposal • As one positive and major step I propose the following: That each network's affiliates elect from among themselves a small hard-hitting executive committee to ride herd on its own network's programming operations.

As representatives of the FCC's licensees comprising the networks, they have every right to have final say on any operation that looks like an invitation for Washington interference. By the very nature of network broadcasting the stations must accept block booking. So they must have control of the product they project on their air waves. They must make it their business to know what is going on.

These network affiliate committees are not proposed to be merely "advisory" or "consultant" bodies. They must act as truly executive committees and act with the authority inherent in their responsibilities to the FCC and the public. Under present licensing regulations I seriously question if any station ever had the right to delegate programming responsibilities to the networks, or anyone else.

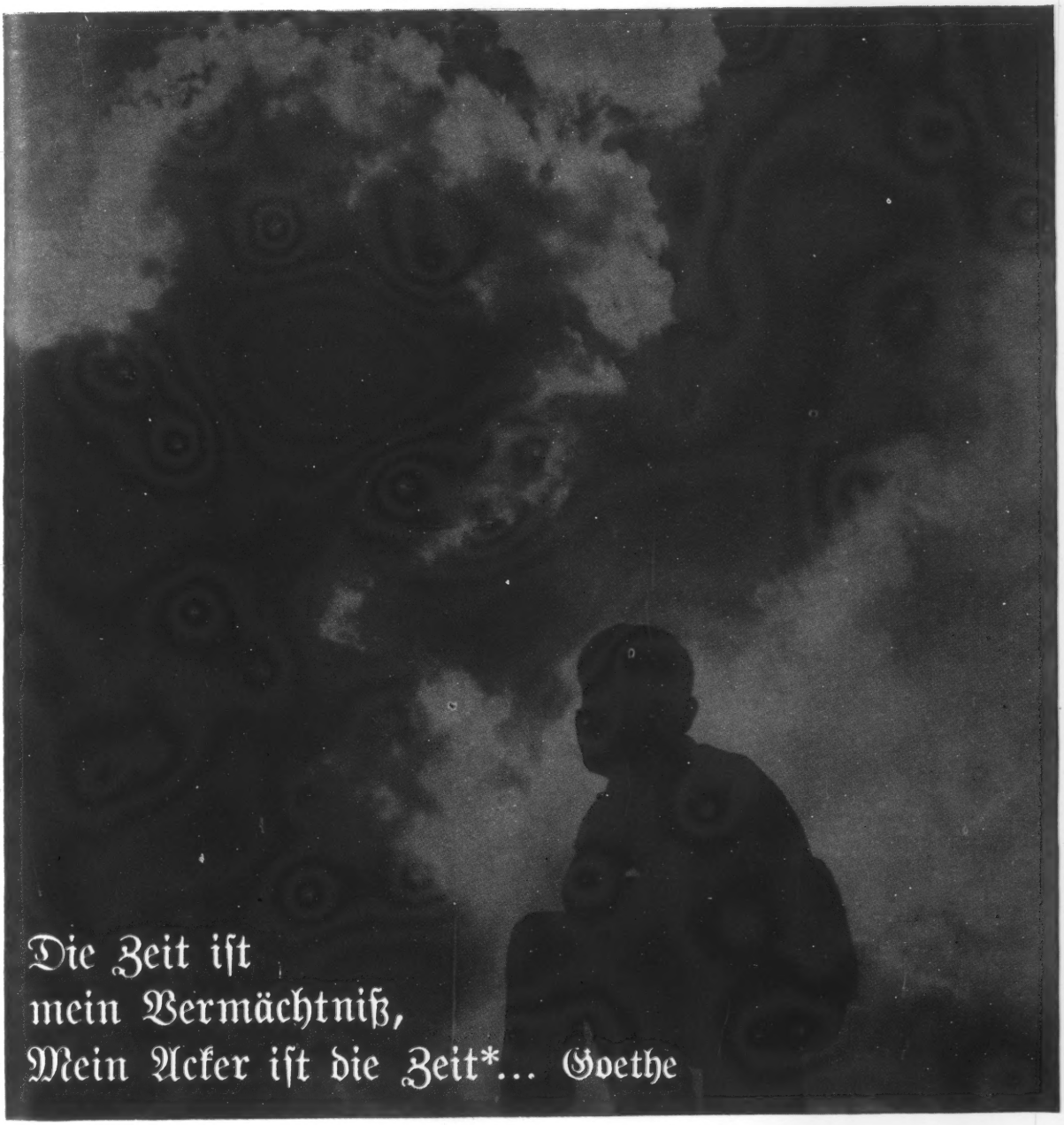
I have a strong hunch that up to now the wrong people have been doing most of the talking at affiliate meetings. I think it is about time the broadcasters themselves had a lot more to say about the wares they televise.

FCC's Authority • We must remember that the FCC has no direct control over the networks. But it has all the control in the world over the station affiliates that comprise each network. It has this control through its power to grant, withhold or cancel each station's license to use the public's air ways. It amounts to life-or-death control. And each station's license is predicated on promises to broadcast in the public interest.

It is squarely up to the broadcasters themselves to solve the problems besetting the industry. The need is immediate. Each new headline, every new session of investigating committees will make it that much more difficult for the industry to maintain control of its own destiny.

Let's do something about it—now.

. . . they must rule their own houses



Time is the universal property. Man shares it alike with the animate and the inanimate. It is a dimension in which he participates only, and the measure of his effectiveness is history.

As a medium of communication, that portion of *Time* which we share most immediately with our community is of particular import to us. From Baltimore, WBAL-TV shares daily in the *Time* of some 2,570,500 men, women and children who constitute the Maryland Market. From Baltimore, WBAL-TV participates in the same *Time* dimension as nearly 700,000 television households that exist at this *Time* within our coverage area. From Baltimore, WBAL-TV makes it possible for more members of our community to experience more in, of and from *Time*, more immediately, with more people, than any other medium of communication.

"*Time* is my estate . . ." the philosopher says. It is yours, too, and ours. In Baltimore, you can participate in *Time* wisely through the facilities of WBAL Television 11. The history of our sales success is the measure of our effectiveness.

NBC Affiliate/Channel 11/Associated with WBAL-AM & FM.

WBAL-TV BALTIMORE

Nationally represented by Edward Petry & Co., Inc.

**Time is my estate, to Time I'm heir . . . Goethe*

NATIONAL SPOT BUYERS KNOW

that the efficient way to reach the multi-billion dollar Tri-State Ohio River Valley market is thru WCKY. Only 50,000-watt WCKY has the power to cover the area, the programming to build a metro rating right in Cincinnati and a rate card that's built to slice a cost-per-thousand well under ten cents. What's more, the blue chip national advertisers know that WCKY mass-produces as many as 691,000 different homes every month in just one three-hour block of time — more than twice as many homes delivered as are reached by 3 other stations combined. Little wonder that those advertisers agree that for power, circulation and efficiency

CINCINNATI'S 50,000 WATT

WCKY IS SOME BUY!

BROADCASTING PUBLICATIONS INC.

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VICE PRESIDENT ..... Maury Long
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COMPTROLLER ..... Irving C. Miller
ASST. SEC.-TREAS. ..... Lawrence B. Taishoff

BROADCASTING*

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* Reg. U. S. Patent Office

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Now - In Peoriarea...
ALL Surveys Show
WMBD-TV
The Dominant FIRST!

A. R. B. WMBD-TV... **1st**

TOTAL AREA TV HOMES

MOST TELEVISION HOMES

	First Place Quarter Hours	Pctg. of Total Quarter Hours
WMBD-TV	298	61.7
Station B	110	22.8
Station C	75	15.5
Ties	0	0

ARB - NOVEMBER, 1959

Sign-on to Sign-off, (Sun. thru Sat.)

NIELSEN WMBD-TV... **1st**

TOTAL AREA TV HOMES

MOST TELEVISION HOMES

	First Place Quarter Hours	Pctg. of Total Quarter Hours
WMBD-TV	243	52.7
Station B	141	30.6
Station C	72	15.6
Ties	5	1.1

NIELSEN - NOVEMBER, 1959

Sign-on to Sign-off, (Sun. thru Sat.)

CBS

ONE MILLION WATTS of Sales Power

CBS

DOUBLE the Power of Any Other Peoria TV Station

WMBD TV

Illinois' 2nd Market

CBS

Peoriarea

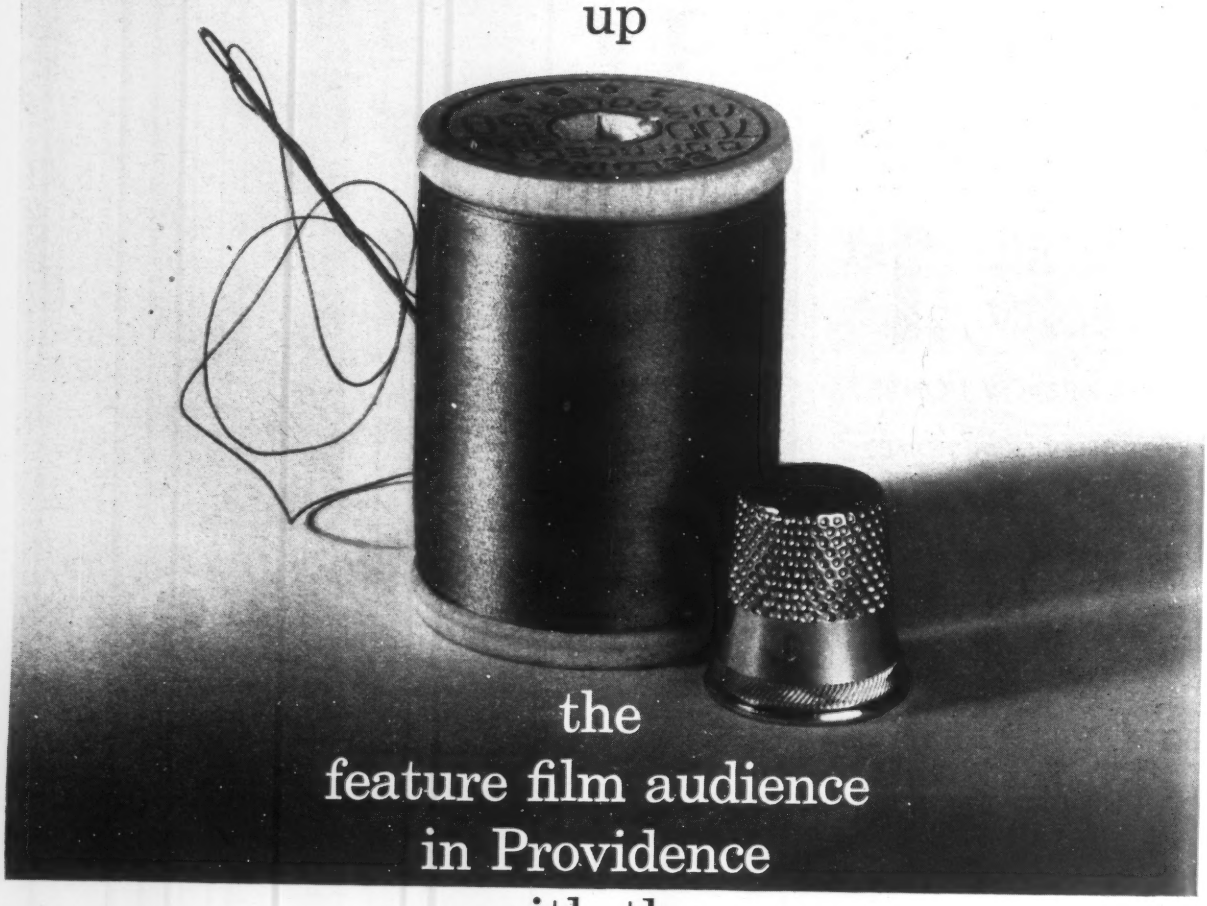
Buy Stability . . . Call or Write
Mark Wodlinger, National Sales Manager

PETERS, GRIFFIN, WOODWARD, INC. *Exclusive National Representatives*

WJAR-TV

sews

up



the
feature film audience
in Providence

with the
hottest exclusives in filmdom!

Shirley Temple, Danny Kaye, Martin & Lewis, Tarzan — exclusives with WJAR-TV in Providence! 460 top-drawer features from Hollywood's 9 biggest studios just added to the largest film library in the market! Station personality, Jay Kroll — "Mister Movie" to his New England viewers! Not 2, but 7 great nighttime features per week! All on the station that pioneered movie programming!

NBC abc

Represented by

Edward Petry & Co., Inc.

CHANNEL 10 · COCK-OF-THE-WALK IN THE PROVIDENCE MARKET

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

February 8, 1960
Vol. 58 No. 6

MAKE RIGGING, PAYOLA CRIMES?

FCC drafts proposed law to do that and give it new sanctions

The FCC last week drafted legislative proposals to make crimes of quiz rigging and payola and to give the Commission the power to seek court injunctions against licensees who violate its rules.

The Commission was to consider the legislative recommendations as well as proposed revisions of its own rules at a special meeting last Friday. It had before it:

• A summary of Attorney General William Roger's report to the President on FCC authority (BROADCASTING, Jan. 11) and recommended legislation and Commission rules changes covering quiz shows, deceptive practices, payola, and sanctions short of revocation. It was prepared by General Counsel John FitzGerald.

• Alternate proposals for rulemaking (a brief rule and a more comprehensive proposal following recommendations of the Attorney General), submitted by Harold Cowgill, chief of the Broadcast Bureau.

• A proposed rule prohibiting fraudulent quiz programs, submitted by Comr. Frederick W. Ford.

The special meeting came a day after a Commission announcement Thursday that it was drafting "new legislation and rules to curb quiz and payola practices," (For action of the meeting see AT DEADLINE.)

Mr. FitzGerald's memorandum, dated Feb. 1, covered much more ground than the other proposals before the FCC. He noted that the Attorney General stated the FCC has authority under existing law to eradicate deceptive and corrupt practices in broadcasting but has not effectively used it.

General Counsel's Proposal • The Commission's top attorney submitted the following proposed rule to take care of deceptions for the FCC's consideration:

"Licensee Responsibility: "(a) An application for a construction permit, license, renewal of license, or any other authorization for the operation of a broadcast station will not be granted where the licensee proposes to follow or continue to follow any policy or practice the effect of which is to delegate to any other person or persons the licensee's responsibility to maintain full and complete control in the public interest of the program broadcast over such a station.

"(b) The determination whether a particular policy or practice comes within the provisions of paragraph (a) of this section will depend on the fact of each case. The Commission will, in

HARRIS OPENS PAYOLA HEARINGS TODAY

A cast of nearly 20 witnesses is under subpoena for the curtain-raising at 10 a.m. today (Feb. 8) of the first phase of the House Legislative Oversight Subcommittee's payola hearings.

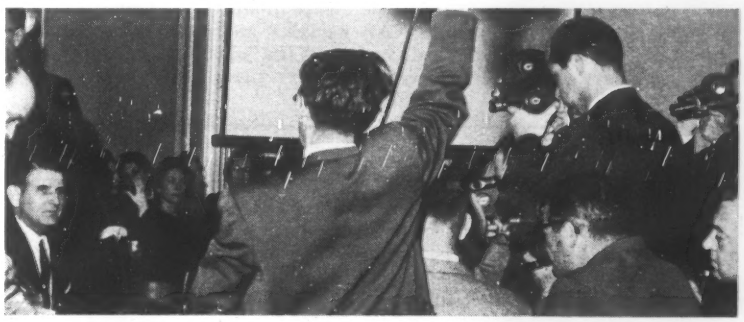
The witnesses include disc jockeys broadcast station personnel, and representatives of record distributors and manufacturers. Their testimony will cover separate payola situations in Cleveland and Boston.

Testimony by ABC-TV star Dick Clark and his former producer, Anthony Mammarella, will be saved for a later hearing, it was learned last week, for two reasons: (1) Mr. Clark is the biggest "name" attraction scheduled to testify so far and if he were brought in first, subsequent hearings featuring lesser names as witnesses would be anticlimatic; (2) the Clark-Mammarella case is somewhat more "complicated" than other payola situations the subcommittee has explored and more staff work is needed to prepare it for presentation.

Meanwhile, the subcommittee yesterday (Sunday) released its report on its tv quiz hearings held last fall and recommendations for legislation, three Republican members filing "separate views" (see AT DEADLINE).

Testimony, at the House Caucus room, will run through Thursday for the initial phase and will include Joe Finan, Wesley Hopkins and Charles Young, the first two former disc jockeys and the last former record librarian at KYW Cleveland. All were fired for payola activities. The financial records of the Main Line Cleveland Record Distributing Co., Cleveland, were subpoenaed from James Shipley, vice president. Main Line has a franchise for RCA Victor records in a 17-county area.

Some 15 to 20 other witnesses have been subpoenaed from Boston, but their names were not disclosed. If the hearing phase isn't concluded by Thursday, present plans are to continue next week.



Familiar scene • Rep. Oren Harris (l), chairman of Oversight committee, is shown facing cameramen at tv quiz hearings last fall. The scene will be repeated today when his committee begins taking testimony about payola.

DOERFER FOR CLIPP PREVIEW PLAN

FCC chairman urges beefed-up code staff that would preview programs and commercials, issue seals to those it approved

A preview seal of approval for tv programs and commercials was politely rammed down NAB's throat Feb. 5 by FCC Chairman John C. Doerfer.

This way of cooling television's hot seat might be an idea for all advertising media, he suggested in an address to the Advertising Federation of America's second annual Washington conference.

It's an idea NAB has been dodging since it was first submitted by Roger W. Clipp, Triangle Stations, a former chairman of the NAB Tv Code Review Board (BROADCASTING, Nov. 30, Dec. 7, 1959 et seq).

The alternative to a seal of approval, Chairman Doerfer suggested, is enactment of "inflexible rules or laws."

Why a Seal • Basing his proposal on changing times, industry troubles and the mistake of spending for "tranquilizers instead of real therapeutic medicines," the chairman couched his recommendation in advisory terms and repeatedly said he would not be so presumptuous as to suggest in detail "what corrections the advertising industry should effect." But turning specifically to tv, he "respectfully suggested" the medium look into a before the-fact seal of approval and then offered blunt reasons why it should be done in a hurry.

After Mr. Clipp offered his seal of approval idea last November, the NAB Tv Board gave it a fast kick out the door. The Tv Board said Dec. 4 the seal would involve "an enormous implementing structure involving millions of dollars." The board's spokesman, Chairman G. Richard Shafto, WIS-TV Columbia, S.C., said the NAB directors deemed the pre-air seal contrary to the voluntary enforcement concept of the NAB tv code. Mr. Shafto, too, is a former code board chairman. The NAB board rejection upheld a position taken a few days earlier by NAB President Harold E. Fellows.

This warning was offered by Chairman Doerfer to broadcasters and the AFA last week: "A penny's worth of prevention is worth thousands of dollars spent in attempting to retrieve the confidence of the American public—even though besmirched by the mistakes of a few."

Warming up to the preview idea, Chairman Doerfer said the plan was proposed "by a responsible broadcaster and endorsed by a number of advertising agencies, as well as other broadcasters, and is gaining more and more support." He did not identify Mr. Clipp by name.

Programs and Ads • He continued, "This proposal calls for an expansion of the present NAB code staff and the establishment of a Code Seal of Approval which would be affixed to all programs and commercials meeting the established standards set by the NAB Tv Code Board. Previewing of all programs and commercials would be required to determine whether they qualify to display the seal on the air.

> This is the second major proposal to broadcasters by FCC Chairman John C. Doerfer. Two weeks ago the tv networks adopted, in modified form, his plan for public service programming in evening time (BROADCASTING, Jan. 25).

"The 'plus' factor in such a plan is that it permits a judgment by a jury of one's own peers—instead of the inevitable staff of a government agency devoid of any practical experience—unless timely forestalled.

"Secondly, the proposal would embrace both programs and commercials and from whatever source, that is, network, syndicated, national, spot or local. Thirdly, it would substitute a noteworthy effort for mere lip service.

"Fourthly, the display of an industry code seal would, in time, become a highly-prized hallmark of distinction. It would recapture credibility on the part of the viewing public in about the same ratio enjoyed by *Good Housekeeping Magazine*, which, as you know has caused an evaluation to be made of its Good Housekeeping Guarantee Seal. The results conducted by the Schwerin Research Corp. indicate that the addition of this seal to the commercial of several major advertisers increased their effectiveness from 20% to 39%.

"Finally, public confidence would be restored and enhanced in television advertising and the faith of the American people renewed in the ability of an industry to make self-corrections without the intervention of government."

Network Pool • Speaking of "network fare," Chairman Doerfer understood that the head of a New York agency had suggested the three networks pool their resources and set up one all-network bureau of standards. The code staff would work closely with the bureau so programs and commercials would meet code standards.

Chairman Doerfer noted an objection that the preview seal is a form of censorship. He said he felt commercials don't enjoy the same First Amendment protection as "the press and the platform in voicing opinions

---

any event, consider that a policy or practice may cause the provisions of paragraph (a) of this section to be invoked if it appears that in connection with the operation of any broadcast station the licensee has failed to exercise the reasonable care and prudence necessary to prevent its broadcast facilities from being used for improper purposes such as fraud, deceit, or misrepresentation or to mislead or deceive the public.

"(c) Licensees shall adopt appropriate procedures to achieve conformance with the objectives of paragraph (b).

"(d) The above rule will not preclude the Commission in proper cases from taking into consideration the past failure on the part of licensees to exercise the responsibility incumbent upon them by virtue of their license."

The proposed rule "does not make the licensee an absolute insurer that no such deceptive programs will be carried over its station but rather imposes upon it the duty to exercise reasonable care and prudence . . ."

Legislation Needed, Too • Since FCC rules can reach only licensees, the memo stated, the Commission also should recommend penal legislation to Congress to cover others who might be involved in schemes to mislead the public. He proposed this amendment to the U.S. Code:

of information, entertainment or criticism."

He added this pointed observation, "Censorship, when self-imposed, is a peculiar term to apply to self-discipline. Censorship is the official action of a government undertaking to enforce the morals or the conduct of a community in all forms of expression. Voluntary agreements to abide and implement codes of good standards are not censorship."

The cost criticism of advance approval brought a second comment that he would not be presumptuous "and attempt to tell you whether it requires an addition to present revenues or whether some of the revenues presently available for other activities could be channeled into such a new activity. But you must admit the problem is entitled to a high priority."

NAB Budget • The chairman analyzed the cost factor this way: NAB's radio-tv budget combined "totals $1¼ million annually." The tv code staff, he has been advised, could be expanded "at a cost of around 5% of the estimated $5 million presently being spent by the entire broadcasting industry in trade association membership dues (Radio Advertising Bureau, Assn. of Maximum Service Telecasters, Television Bureau of Advertising, Television Information Organization and NAB).

The chairman added, "Inasmuch as there is apparently strong sentiment among the advertising agencies to help defray the cost of this proposal, I would suggest that the advertising fraternity take immediate steps for joint conferences.

"My experience as a lawyer and in organizational work has indicated that oftentimes the task looms much larger than it really is. At the outset it may be a large and tedious process even for the industry to set standards or to define those illusive expressions like 'poor taste' or 'unnecessary exaggerations'. But over a period of time with people who live with this problem each day, a language and a medium of communication will be established so that all reasonable-minded advertisers and broadcasters will understand what these expressions mean in broadcasting.

"It may be that refinements of this suggestion may be made to the point where test-checking may be sufficient and seals of approval displayed in a different but effective manner in each advertising format."

It Can Be Done • A start should be made, Chairman Doerfer said, and the public assured that "a bona fide effort is being made." He felt certain the plan is economically feasible and "within the competence of the industry."

Citing the oft-mentioned antitrust objection, Chairman Doerfer submitted the text of his exchange of letters with Attorney General William P. Rogers and the ensuing assurance that broadcasters can adopt voluntary codes "within the framework of the antitrust laws."

Chairman Doerfer pointed up his AFA recommendation with a discussion of recent complaints against broadcast commercials, finding three main types—false, misleading or deceptive; unfair trade practices; poor taste. He reminded that FCC has set up a liaison plan by which it submits complaints in the first two categories to the Federal Trade Commission where legal remedies and procedures prevail. He suggested poor taste "is most difficult to regulate" either by Commission rule or law.

"Trade groups and their advertising agencies should be the best qualified to judge when the format or the manner of presentation assaults the sensibilities of a large number of people," he said in advocating self-regulatory machinery.

Present Code Plans • On the AFA program with Chairman Doerfer was E.K. Hartenbower, KCMO-TV Kansas City and member of the NAB Tv Code Board. Mr. Hartenbower, who is chairman of the personal products subcommittee of the board, said the present NAB tv seal is fast acquiring public acceptance. Unlike the Doerfer before-the-fact seal for individual programs and commercials, the NAB seal is a symbol used by networks, stations and tv film producers who subscribe to the tv code. It is a symbol of adherence to code principles rather than a seal of approval based on advance review.

CHAIRMAN DOERFER
Still another plan for tv

Positive policing methods for code enforcement are being developed in cooperation with networks and stations, Mr. Hartenbower said. In the last three months as the industry "has had its trial by fire" more than 100 stations have joined the tv code structure, he said.

Daily request for code interpretation have doubled in recent weeks, he noted, and enforcement activity has been increased. He cited progress in the quality of both programs and commercials since the code went into operation eight years ago with 88 subscribers. Currently there are 380 tv station subscribers plus the three networks and 20 tv film companies.

(For other coverage of AFA meeting, see page 38.)

"Deceptive Broadcast Practices: Whoever shall willfully and knowingly offer, devise, produce, sponsor or present, or cause to be offered, devised, produced, sponsored or presented, or whoever shall willfully and knowingly participate or shall willfully and knowingly cause any other person to participate, in any program which is transmitted by radio or television communication in interstate or foreign commerce, for which money or other thing of value is given, awarded, or promised as a prize in a test or contest of intellectual skill or knowledge and which is offered or presented as a bona fide test or contest when in fact the outcome of such test is prearranged or predetermined by fraud, scheme, or artifice for the purpose of misleading or deceiving the public, shall be fined not more than $5,000 or imprisoned not more than one year, or both."

Noting that Mr. Rogers had recommended rules against payola, Mr. FitzGerald said such rules should not prescribe in detail but should in general terms require licensees to adopt their own procedures. The General Counsel also pointed out that FCC rules on sponsor identification reach the licensee only and that such requirements would be "frustrated" without legislation. Consequently, he proposed the following amendment to the U.S. Code.

"Announcement of Sponsored Pro-

STEP UP TO KJEO-TV RESULTS

KJEO-TV—ABC for Fresno, California's $600,000,000 market—stepped up its metropolitan Nielsen rating a full 10% in its December 1959 survey over the corresponding 1958 period. 32% of the audience 6 to 9 p.m.—33% of the audience 9 p.m. to midnight.

In contrast, one of the other two stations in the market showed a static position with 1958, the other a decline.

Your HR representative will help you get your share of the stepping out and stepping up TV buy for 1960—KJEO-TV, Channel 47, Fresno.

KJEO channel 47

J. E. O'Neill — President
Joe Drilling — Vice President and General Manager
W.O. Edholm — Commercial Manager
See your H-R representative H-R

grams: Any employe of a radio station for which a license is required by any law of the U.S., who broadcasts, or knowingly permits or causes to be broadcast, over such station any matter for which money, or other valuable consideration is directly or indirectly paid or promised to, or charged or accepted by, any such employe, from any person, without making at the time such matter is so broadcast an appropriate announcement that such matter is paid for or furnished, as the case may be, by such person, shall be fined not more than $5,000 or imprisoned not more than one year, or both."

Financial Disclosure • The Attorney General also recommended that the FCC adopt rules requiring licensees and their employes to disclose financial interests held in companies which could benefit through exploitation on the air. Mr. FitzGerald said that there is some question whether the FCC has such authority (pointing out that instances cited by Justice were granted through specific acts of Congress) and that he was not prepared to offer an opinion at this time.

Even if the authority does exist, he said, an additional question is raised as to whether the results would be sufficient to justify the increased administrative burden.

The Attorney General's further recommendation that the FCC "adopt a program of more intensive scrutiny of licensee's past performances in connection with renewals" is a subject more appropriately within the province of the Broadcast Bureau, Mr. FitzGerald told the commissioners.

The General Counsel said that a Justice recommendation for sanctions short of revocation could be achieved by inserting the words "suspend" or "suspension" in appropriate places in Sec. 312 of the Communications Act. However, he pointed out, if such an amendment becomes law the FCC would be faced with the serious effect of depriving the public of service during said suspension period.

Suspension Alternative • In order to maintain such broadcast service during the period the licensee's operations are under an official cloud, Mr. FitzGerald suggested an amendment to the Communications Act providing for injunctive relief from the courts to enjoin the undesirable practice. This is similar to current powers used effectively by the FTC. The proposed amendment, adding a new Sec. 508 to the Act:

"Sec. 508. When the Commission has reason to believe: (a) that any person or station licensee is engaged in or is about to engage in any willful violation or failure to observe any of the provisions of this Act or any rule or regulation of the Commission authorized by this Act or by a treaty ratified by the U.S., or for willful or repeated failure to operate substantially as set forth in the licensee's instrument of authorization, and

" (b) that the enjoining thereof pending the invoking of the provision of Sec. 312 of this Act and until a show cause order shall have been dismissed by the Commission or set aside by the court on review, or the order of the Commission to cease and desist made thereon has become final, would be in the public interest, convenience, or necessity, the Commission may, by any of the attorneys designated by it for such purpose, bring suit in a district court of the U.S. or in the U.S. court of any territory to enjoin such offense or violation. Upon proper showing a temporary injunction or restraining order shall be granted without bond. Any such suit shall be brought in the district in which such person or licensee resides or transacts business."

Network Regulation • Mr. FitzGerald, in commenting on Justice's recommendation that networks be licensed, pointed out that the current FCC hearings *en banc* and the long-standing network program tie-in inquiry have a direct bearing. "I suggest, therefore, that staff attorneys be assigned at once to summarizing on a priority basis so much of the [Chief Hearing Examiner James] Cunningham tie-in inquiry has been completed and also the work of summarizing the *en banc* programming record," Mr. FitzGerald recommended.

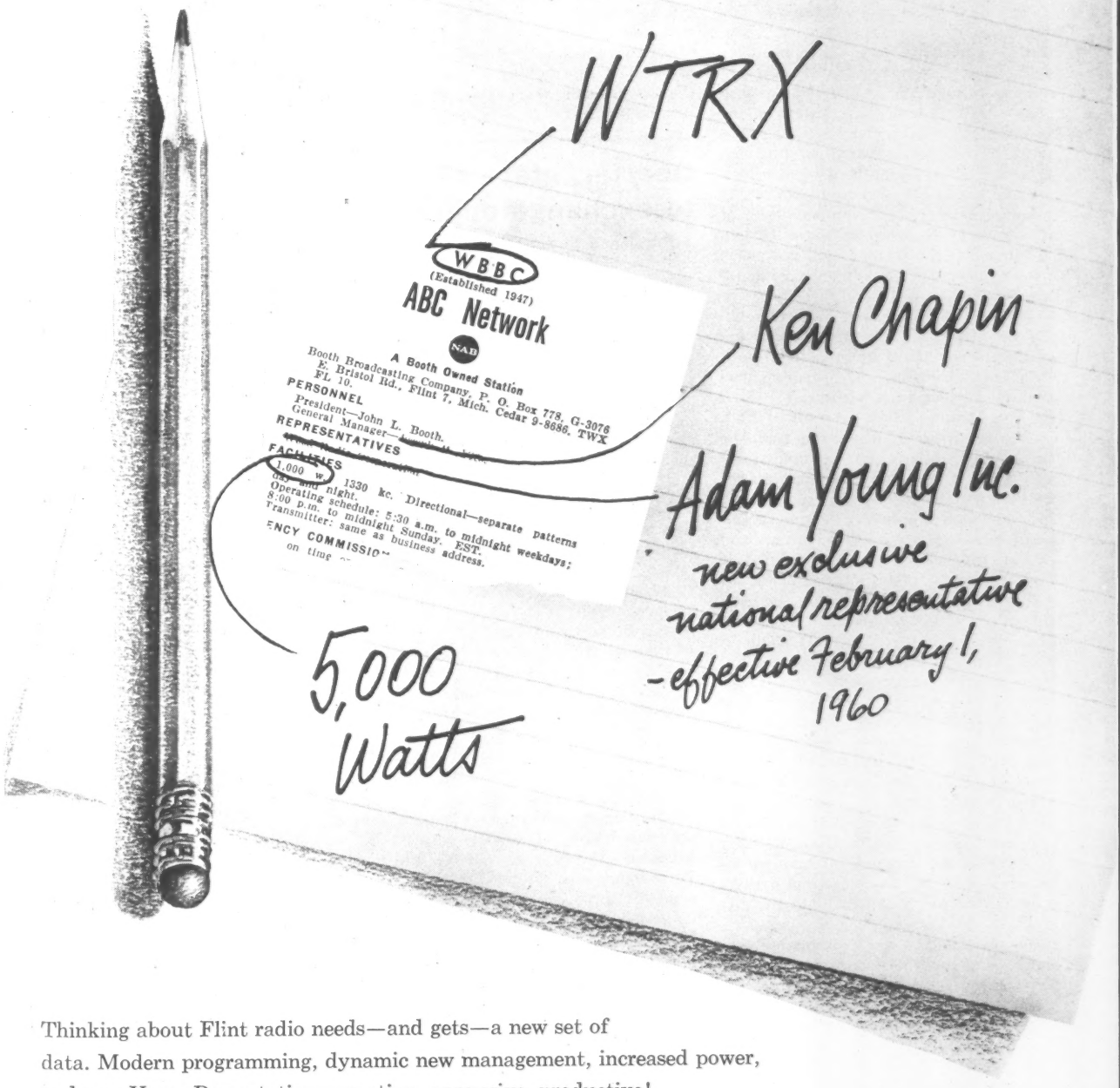
He said the time for filing briefs regarding this matter should be "limited severely" to expedite Commission action. "I also suggest that Examiner Cunningham be directed to convene promptly the last phase of the tie-in hearings to be held in California so that the record in such proceeding may be certified to the Commission and the summarization thereof completed as quickly as possible," Mr. FitzGerald stressed.

After such actions, he said, the FCC should be able to make such recommendations for network regulation as it deems necessary or appropriate.

Office of Enforcement • "In order to avoid further . . . criticism in connection with the payola problem and other matters which may arise in the future, I strongly recommend that the Commission adopt the suggestion . . . to immediately establish an office of enforcement," Mr. FitzGerald said. (FCC Chairman John C. Doerfer first made such a proposal at a recent FCC meeting to discuss the Commission's workload, the memo disclosed.)

He said such an office should be answerable directly to the Commission and completely independent of other in-

BIG CHANGE IN FLINT, MICHIGAN



Thinking about Flint radio needs—and gets—a new set of data. Modern programming, dynamic new management, increased power, and new YoungPresentation—creative, aggressive, productive!

ADAM YOUNG INC.

Representing all that's modern and effective in radio today

NEW YORK
3 East 54th St.
New York 22, N.Y.
Plaza 1-4848

CHICAGO
Prudential Plaza
Chicago 1, Ill.
Michigan 2-6190

ST. LOUIS
915 Olive St.
St. Louis, Mo.
MAin 1-5020

LOS ANGELES
6331 Hollywood Blvd.
Los Angeles 28, Calif.
HOllywood 2-2289

SAN FRANCISCO
Russ Bldg. (Rm. 1207)
San Francisco 4, Calif.
YUkon 6-6769

DETROIT
2940 Book Bldg.
Detroit 26, Mich.
WOodward 3-6919

ATLANTA
1182 W. Peachtree
Atlanta, Ga.
TRinity 3-2564

ternal offices and bureaus. He pointed out that both the Attorney General and the Legislative Oversight Subcommittee have been critical of the Commission in the area of investigations.

Cowgill's Recommendations • The Broadcast Bureau prepared for Commission consideration two proposals for rulemaking "designed to require licensees to take affirmative steps to prevent the broadcast of matter as the result of payola received by their employes." One was a brief encompassing language of the Bureau; the second reviewed at length (without submitting specific language) recommendations of the Attorney General "with the thought in mind that the Commission may wish to consider more comprehensive amendments. . . ."

Mr. Cowgill proposed that rulemaking be instituted to add the following paragraph to the Commission's rules:

"(f) All licensees and operating permittees of broadcast stations (1) shall on a continuing basis, keep all of their employees informed of the requirements of Section 317 of the Communications Act and of the above subparagraphs of this section of the Rules; (2) shall instruct such employees to advise immediately the licensee, permittee and the appropriate management official of any payments, offers of payments, or promises of payments made by any individual to the employees in return for broadcasting matter; and (3) shall, if such matter is broadcast, make the announcements required by the Communications Act and the Rules. The term "continuing basis" contemplates, in addition to other steps, a semi-annual reaffirmance of the licensees' and permittees' advice and instructions to their employees. Licensees and permittees shall notify the Commission in writing within 10 days of each payment, offer of payment or promise of payment to an employee for broadcasting matter, together with a statement as to the disposition of the case."

As presented to the Commission Friday, comments on the proposal would be due March 1, with reply comments due 10 days later.

As an "alternative notice," the Broadcast Bureau submitted verbatim 4½ pages of recommendations lifted from the Attorney General's report to the President on "Deceptive Practices in Broadcasting Media." In that report, the Attorney General recommended that the FCC take the following actions:

(1) Adopt regulations which would require some guarantees of honesty with respect to matter that is broadcast. (2) Amend existing regulations so as to cover payola. (3) Adopt regulations to cover situations in which a station licensee or employe own outside interests in an enterprise which will substantially benefit, if without appropriate announcement, its products are played or discussed over the air.

Mr. Cowgill's memorandum, dated Jan. 26, was on the Commission meeting agenda a week ago but no action was taken.

A Commissioner's Proposal • "It is my feeling that action is warranted by the Commission at this time toward the promulgation of a rule dealing with contrived quiz programs," Comr. Ford began his proposed rulemaking dated Jan. 14. He said the rule would "prohibit contrived contests of skill, knowledge or intellect unless accompanied by an announcement dispelling the impression that they are actually bona fide contests."

The commissioner said that the public has a right to know what it is watching or listening to. He pointed out that, under Sec. 317 of the Communications Act, the FCC has a statutory mandate to assure that any program material for which consideration is received "shall be announced as such with the source identified."

As drafted, Comr. Ford's rule relates only to tv, but, he stated, it could be included in fm and am rules as well. Text of the Ford proposal:

"Quiz programs and other contests of skill or intellect, announcement. (a) No television broadcast station shall broadcast any program in which the appearance of a bona fide and extemporary game, contest or competition of knowledge, skill or intellect is of special significance if the outcome of such event has been in fact prearranged, or participants or contestants have been provided with information, instructions or any other communication for the purpose of influencing the outcome, by any person acting in behalf of the station or in behalf of any producer, sponsor or advertising agency associated with the program: Provided, however, that any such program may be broadcast if it is accompanied by an appropriate announcement dispelling the impression of genuineness or extemporariness.

(b) It is recognized that the precise form of the identifying announcement may vary from program to program. It shall, however, in all cases describe the nature of the program in a manner sufficiently complete to apprise the audience that the events in question are not in fact spontaneous or genuine matches of knowledge, skill or intellect. Such announcements shall be made at the beginning and the end of each program.

(c) No license shall be granted to a television broadcast station having any contract, arrangement or understanding, express or implied with a network organization unless the station has obtained satisfactory assurance from the network organization that any program of the type described in subsection (a) will be accompanied by an announcement in compliance with subsections (a) and (b) of this section.

All three of the memorandums submitted by Messrs. Ford, FitzGerald and Cowgill originally were on the agenda for the regular Commission meeting last Wednesday. However, they were

Doerfer, state heads to exchange opinions

Presidents of state broadcaster associations and FCC Chairman John C. Doerfer will huddle Feb. 25 on what the Commission should do about program regulation.

NAB's fifth annual Conference of Presidents of State Broadcaster Associations, a two-day event, opens Feb. 24 at the Shoreham Hotel, Washington. The presidents will face up to the toughest legislative and regulatory crisis since the group was formed under NAB auspices.

The regulatory problem was switched to a new tack Jan. 26 when NAB President Harold E. Fellows presented a revised concept of the association's stand on program regulation (BROADCASTING, Feb. 1). NAB now concedes to the Commission some program control though the extent of this concession was not clear after the FCC had heard NAB's testimony and had cross-examined witnesses for the industry.

Chairman Doerfer will talk to the state presidents at the Feb. 25 luncheon session, according to Howard H. Bell, NAB assistant to the president in charge of conference planning. The opening day will include a keynote address by President Fellows; roundtable on the Washington crisis, and a talk on the right to advertise by Carlton Dargusch, counsel to Ohio Assn. of Broadcasters. FCC Comr. Robert E. Lee and other federal officials will review the emergency broadcasting system.

Speaker at the Feb. 24 luncheon will be Rep. Daniel K. Inouye (D-Hawaii), in honor of Hawaii's first participation as a state in the Voice of Democracy contest. The presidents will join with the state winners of the contest at the annual awards luncheon. Fifty-one state contest winners, including D.C., will be guests of the contest sponsors in all-expense trips to Washington. A national winner will receive a $1,500 scholarship. Sponsors are NAB and Electronic Industries Assn. in cooperation with Veterans of Foreign Wars. A board of 13 prominent judges will select the national winner.

Advertisers who know the value of a big "viewers per home" figure can make book on this—nowhere in the Carolinas will you find family fare to equal that of Charlotte's WSOC-TV. The pick of NBC and ABC, plus high-rated syndicates and top film libraries, is rapidly changing the viewing habits of America's 25th largest tv market. Buy WSOC-TV, the big area station.

WSOC-TV

CHARLOTTE 9—NBC and ABC. Represented by H-R

WSOC and WSOC-TV are associated with WSB and WSB-TV, Atlanta; WHIO and WHIO-TV, Dayton

164,250 HOURS AGO . . .

when we first "cracked the mike", some twenty-five years back, Northeastern New York listeners were requesting "The Music Goes 'Round and Around", "Red Sails in the Sunset", "Begin the Beguine". Seven of us ran the board, announced, sold, and yes, even swept the floor. What's more, two of us would come in at the unheard of hour of 2 A.M. to run a live talent program. Object, listenership. We were young . . . vital. We took nothing for granted.

Twenty-five years has lent experience, blessed us with success, but most important . . . increased our vitality. "Pulse" proves it . . . WEAV IS FIRST . . . more Northeastern N.Y. listeners than any other radio station every hour of the day, every day of the week . . . year in, year out.

Plattsburgh, economic capital of New York State's northern counties is GROWING. The St. Lawrence Seaway . . . construction of the Northway from Albany to Montreal . . . establishment of the SAC installation, Plattsburgh Air Force Base, new ICBM base, plus proposed industrial expansion, all indicate a vital, stable market. Add to this audience thousands of Canadians and tourists who flood our communities both summer and winter, and you find a market that must be included in your next campaign.

NOW FM . . . as WEAV-AM was "first" in Northeastern New York . . . now, WEAV-FM begins another chapter by being the "FIRST" in FM. WEAV-FM will give advertisers an added plus in audience from Montreal to Ticonderoga, from the Green Mountains to the Adirondacks. Yes, . . . WEAV . . . the only 5,000 watt radio station in Northeastern New York State now becomes WEAV . . . AM and FM on 99.9 Megacycles. With additional specialized FM programming to its already adult AM programming . . . WEAV can't be beat in the fabulous Northeastern New York market.

WEAV-

5000 WATTS

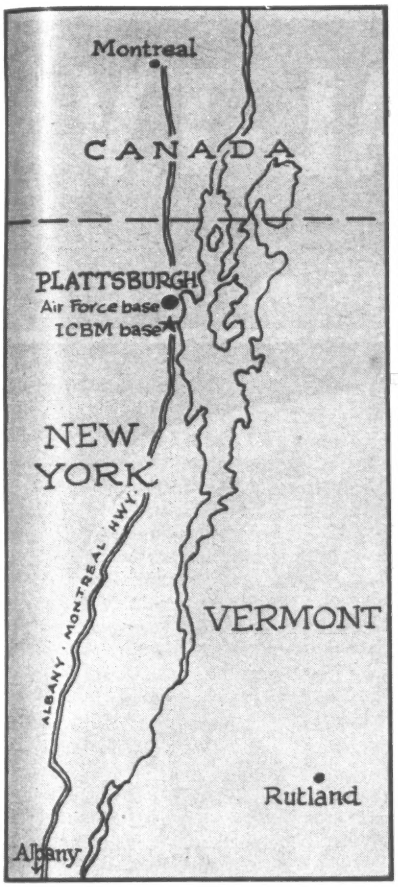
M

Nationally Represented by

JACK MASLA & COMPANY, INC.

New York . . . . . Chicago . . . . . St. Louis

Kansas City . . . . . Los Angeles . . . . . San Francisco



VITAL NORTH COUNTRY . .

Pictured here is an area from Albany, New York to Montreal, Canada which has become part of a new linear city. The population explosion which has been of national consequence makes the WEAV audience one of the leading buying groups of young people in the country. Your sales messages on WEAV will create immediate demand for your products.

AM & FM

960 AM, 99.9 meg. FM

PLATTSBURGH, N.Y.

AFFILIATED WITH ABC

discussed only briefly and were put over until Friday without any action being taken.

Present Laws • In announcing last Thursday that it was drafting new legislation and rules, the FCC pointed out that present laws reach only station licensees. "Evidence indicates that many objectionable broadcast practices have been due to the methods of program packagers and disc jockeys who are not directly subject to the regulatory powers of the FCC," the Commission said. "Accordingly, the Commission is drafting supplemental legislation and rules which would provide more effective control in such matters."

The announcement made no mention of the Friday meeting or of the proposal already up for consideration but did outline many of the provisions to be considered.

BROADCAST ADVERTISING

PEPSI PLANS GIANT RADIO TAB

$1.5 million budgeted for networks alone

Pepsi-Cola's sociability with radio continues this year with $1.5 million earmarked for a five-month, all-network radio campaign, the biggest yet for the beverage advertiser.

Pepsi bottlers also will invest substantial sums of their budgets in spot radio to supplement the parent company's drive.

Though Pepsi-Cola Co., New York, has used the four-network buying spree in the past two year's, this year's campaign starting at various dates during the past week or this week, was described by William C. Durkee, Pepsi's vice president in charge of marketing, as "major" in comparison. The approaches in the past two years he described as a "field test" and "limited edition" of what the advertiser will put on the air this year.

Pepsi's ad plans were spelled out at a convention of Pepsi bottlers in New York last week. This year's overall budget of the parent company and bottlers was estimated at $32 million, a record annual ad expenditure by the soft drink company.

Bottlers, Too • The bottlers were urged by Mr. Durkee to give their support to the campaign. One bottler at the convention said he would finance a $250,000 spot radio campaign.

Pepsi officials pointed out that sales in all bottler areas will be measured during the network radio campaign. Local bottlers will be urged to spend an additional amount in spot radio next year to compare with increases found to result from the current radio campaign and related promotions.

Kevin B. Sweeney, president of Radio Advertising Bureau, last week termed Pepsi's 1960 radio plan "a dollars-and-cents testimonial to radio's selling power—from a company that originally built itself to sales prominence with one of the best-remembered radio campaigns of all time."

Nationally Pepsi will air 218 announcements each week during the five months. Pepsi and agency Kenyon & Eckhardt estimate some 5.5 billion impressions will be made. The commercials will cover the 7 a.m. to 11 p.m. period seven days weekly with the heaviest concentration Wednesday-Sunday. Most commercials are scheduled as participations within newscasts. Adjacencies and participations in other types of programs also are being used, for example, NBC's *Monitor;* ABC's *Teen Town,* and *Wonderful World* and in CBS' Impact plan as well as in daytime dramas. A variety of commercial lengths will be used from full one-minute down to five-word messages, all based on Pepsi's "Be sociable . . ." refreshment song newly-recorded by singer Pat Kirby.

Mutual's Pepsi schedule will consist entirely of 50-per-week and 30-second announcements in news broadcasts.

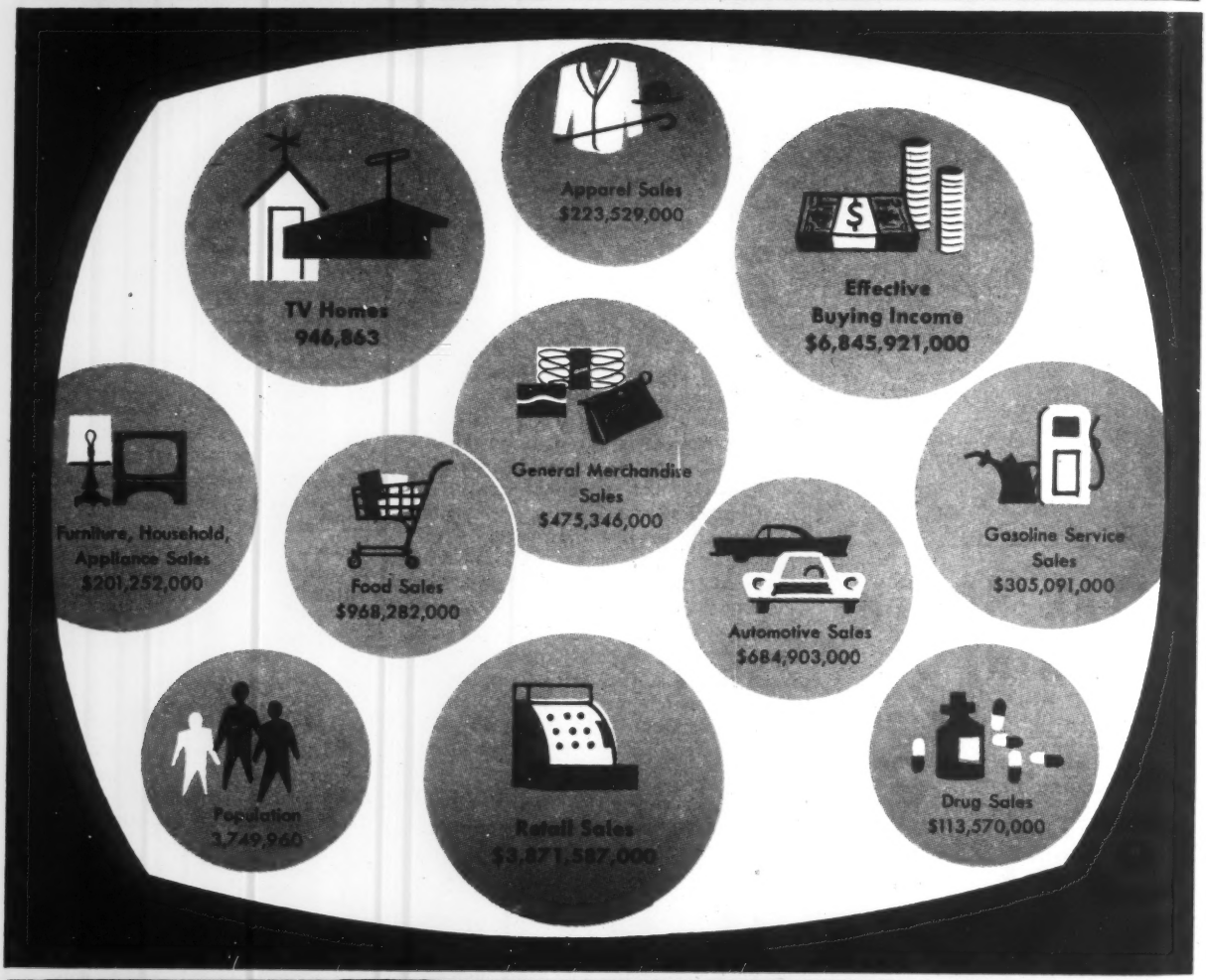
Satisfied client

The ReaLemon Co., Chicago, bought into *The Jack Paar Show* last year and became a satisfied sponsor. In fact, its sales surged 35%. On that basis, it's renewed for 1960.

The client, through Lilienfeld & Co., has purchased one-minute participations "at a frequency of more than one a week." Orchestra leader Jose Melis will handle the commercials. Says the sponsor: "The personality-product identification approach brings the best results."

ReaLemon also has purchased tv participations on Ruth Lyons' *Fifty-Fifty Club* over the Crosley Network (WLWT [TV] Cincinnati, WLWD [TV] Dayton, WLWC [TV] Columbus and WLWI [TV] Indianapolis), plus minute spots on WGN Chicago's *Trafficopter.*

Sales action for advertisers in the WGAL-TV MULTI-CITY MARKET



Extensive coverage is only one facet of the WGAL-TV story. For instance, ARB and Nielsen show that the WGAL-TV audience is greater than the combined audience of all other stations viewed in the area. Too, the WGAL-TV multi-city market, *America's 10th*, is outstanding for prosperity and stability, as evidenced by its coverage figures. You can count on sales action when you advertise on WGAL-TV.

WGAL-TV
Channel 8
Lancaster, Pa.
NBC and CBS

STEINMAN STATION
Clair McCollough, Pres.

Chicago agency joins with Compton Adv.

The merger of Baker, Tilden, Bolgard & Barger, Chicago, with Compton Adv., New York, was announced last week by Barton A. Cummings, Compton president, and Bruce A. Baker, president of BTB&B.

Under the Compton name, the combined operation will be housed in the Borg Warner Bldg., 200 S. Michigan Ave., where Compton already has offices. Compton's annual billing is estimated at $80 million and BTB&B's billing at $5.5 million.

In the change-over, Mr. Baker becomes a senior vice president, director and a member of the Chicago executive committee. Louis E. Tilden, board chairman, becomes a vice president of Compton and chairman of the Chicago executive committee. Dean Landis, vice president of Compton, continues as general manager of the Chicago operation and will serve as a member of the executive committee of the office there.

Among the BTB&B clients that now will be served by the merged organization is the Quaker Oats Co. for Quaker Oats and Mothers Oats, Quaker Puffed Wheat and Puffed Rice, Muffets, Shredded Wheat and Full-O-Pep feeds.

Two ad philosophies discussed at RTES

Two sides of the business of selling a corporate image on television were given Jan. 27 at a round table luncheon of the Radio & Television Executives Society in New York. The opposite views were those of selling a product, told by John H. Tyner, tv advertising coordinator, Bristol-Myers Products Co., and those of selling service, as illustrated by William E. Haesche Jr., radio and tv advertising manager, American Telephone & Telegraph Co.

The advertising philosophies of the two companies were contrasted thusly: Bristol-Myers, Mr. Tyner said, finds that the ideal arrangement for advertising products like Vitalis, Ban, Trig and Bufferin is to co-sponser half-hour shows which will get the highest ratings. The major responsibility of the advertising division is program selection, and while the company seeks flexibility through 13-week contracts, it usually winds up taking 52 weeks. Product identification with a show is important, he said.

On the other hand, Mr. Haesche said his company wants to dominate its programs by complete ownership so that they will be custom made and have quality. It does not want to be associated with crime, violence, westerns, quizzes or audience participation shows. The service advertiser likes shows which have less interest in the teenage market, have a predominance of women viewers, and which will probably never reach the top 10. Mr. Haesche said his advertising division is not overly rating-conscious, and becomes concerned only when the ratings fall below the average level of all programs.

NIELSEN

TOP 10 NETWORK PROGRAMS

Tv report for 2 weeks ending Jan. 10, 1960

TOTAL AUDIENCE †

Rank		No. homes (000)
1.	Rose Bowl Football Game	21,651
2.	Wagon Train	21,108
3.	Sugar Bowl Football Game	19,346
4.	Gunsmoke	18,487
5.	East West Football Game	17,402
6.	Tournament of Roses Parade	17,176
7.	Have Gun, Will Travel	15,956
8.	77 Sunset Strip	15,775
9.	Ed Sullivan Show	15,232
10.	Red Skelton Show	15,187

Rank		% homes*
1.	Rose Bowl Football Game	48.5
2.	Wagon Train	47.4
3.	Sugar Bowl Football Game	43.5
4.	Gunsmoke	41.6
5.	East West Football Game	39.2
6.	Tournament of Roses Parade	38.9
7.	77 Sunset Strip	36.7
8.	Have Gun, Will Travel	36.1
9.	Ed Sullivan Show	34.5
10.	Red Skelton Show	34.4

AVERAGE AUDIENCE ‡

Rank		No. homes (000)
1.	Wagon Train	18,306
2.	Gunsmoke	17,583
3.	Have Gun, Will Travel	15,323
4.	Danny Thomas Show	14,374
5.	Red Skelton Show	14,283
6.	Father Knows Best	14,283
7.	Price Is Right	13,831
8.	77 Sunset Strip	13,696
9.	Rose Bowl Football Game	13,334
10.	Wanted, Dead or Alive	13,244

† Homes reached by all or any part of the program, except for homes viewing only 1 to 5 minutes.

* Percented ratings are based on tv homes within reach of station facilities used by each program.

‡ Homes reached during the average minute of the program.

Rank		% homes*
1.	Wagon Train	41.1
2.	Gunsmoke	▾39.6
3.	Have Gun, Will Travel	34.6
4.	Danny Thomas Show	32.4
5.	Red Skelton Show	32.4
6.	Father Knows Best	32.2
7.	77 Sunset Strip	31.9
8.	Price Is Right	31.5
9.	Rose Bowl Football Game	29.9
10.	Wanted, Dead or Alive	29.9

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ARB

TOP 10 NETWORK PROGRAMS

Tv report for Dec.

Rank		Rating
1.	Gunsmoke	41.6
2.	Once Upon a Christmastime	34.3
3.	Red Skelton	33.8
4.	77 Sunset Strip	33.8
5.	Father Knows Best	33.1
6.	Have Gun, Will Travel	32.9
7.	Perry Mason	32.2
8.	Real McCoys	31.2
9.	Danny Thomas	30.8
10.	Tennesee Ernie Ford	29.2

Rank		No. Viewers (000)
1.	Gunsmoke	40,190
2.	Once Upon a Christmastime	37,395
3.	Red Skelton	34,520
4.	77 Sunset Strip	33,920
5.	Real McCoys	32,830
6.	Father Knows Best	32,640
7.	Have Gun, Will Travel	32,230
8.	Perry Mason	31,785
9.	Maverick	31,005
10.	Danny Thomas	30,310

Copyright 1960 American Research Bureau

BACKGROUND: The following programs, in alphabetical order, appear in this week's BROADCASTING tv ratings roundup. Information is in following order: program name, network, number of stations, sponsor, agency, day and time.

East West Football Game (NBC-183): Savings & Loan Foundation (M-E), half; R.J. Reynolds (Esty) and Carter Products (SSCB), each one-quarter, Jan. 2, 4:45-conclusion.

Father Knows Best (CBS-155): Lever Bros., Scott Paper (both JWT), Mon. 8:30-9 p.m.

Tennessee Ernie Ford (NBC-186): Ford (JWT), Thurs. 9:30-10:30 p.m.

Gunsmoke (CBS-201): Liggett & Myers (DFS), Remington Rand (Y&R), Sat. 10-10:30 p.m.

Have Gun Will Travel (CBS-164): Lever Bros. (JWT), American Home Products (Bates), Sat. 9:30-10 p.m.

Perry Mason (CBS-150): Colgate-Palmolive (Bates), Gulf Oil (Y&R), Sat. 7:30-8:30 p.m.

Maverick (ABC-144): Kaiser, Drackett (both Y&R), Sun. 7:30-8:30 p.m.

Once Upon a Christmas Time (Hallmark Hall of Fame) (NBC-162): Hallmark (FCB), Wed., Dec. 9, 7:30-8:30 p.m.

Price Is Right (NBC-168): Lever (OBM), Speidel (NCK), Wed., 8:30-9 p.m.

Real McCoys (ABC-148): P&G (Compton), Thurs. 8:30-9 p.m.

Red Skelton Show (CBS-170): S.C. Johnson (FCB), Pet Milk (Gardner), Tue. 9:30-10 p.m.

Rose Bowl Football Game (NBC-187): Gillette Safety Razor (Maxon), Jan. 1, 4:45-conclusion.

77 Sunset Strip (ABC-174): American Chicle, Carter Products, Whitehall (all Bates), R. J. Reynolds (Esty), Brylcreem (K&E), Fri. 9-10 p.m.

Sugar Bowl Football Game (NBC-178): Phillies Cigars (Wermen & Schorr), Jan. 1, 1:45-conclusion.

Ed Sullivan Show (CBS-181): Colgate-Palmolive (Bates), Eastman Kodak (JWT), Sun. 8-9 p.m.

Tournament of Roses Parade (NBC-157): Minute Maid (Bates), Jan. 1, 11:30 a.m.-1:45 p.m.

Danny Thomas Show (CBS-202): General Foods (B&B), Mon. 9-9:30 p.m.

Wagon Train (NBC-184): Ford (JWT), R.J. Reynolds (Esty) National Biscuit Co. (M-E), Wed. 7:30-8 p.m.

Wanted, Dead Or Alive, (CBS-180): Brown & Williamson (Bates), Kimberly-Clark (KCB), Sat. 8:30-9 p.m.

CAPITAL EVALUATES ADVERTISING

AFA hears some constructive criticism on current troubles

The advertising industry was exposed to Washington examination last week. It decided the diagnosis was hard to take but there's no point in getting panicky.

Representatives from tv, radio, print and other media met with government regulators and legislators Feb. 5, at the second annual Washington conference of Advertising Federation of America.

Warnings and threats were popping all day as the industry felt the impact of criticism stemming from tv quiz-rigging and payola scandal stories. Here are highlights:

• FCC Chairman John C. Doerfer said NAB should adopt a seal of approval of programs and commercials in place of the present station-network-film subscriber plan (story page 28). It's an idea that could be adopted by all media, he suggested.

• John J. Ryan, AFA counsel, called rigged quizzes and payola "the eye of the hurricane" and called for a realistic facing-up to "the consequences to our business which these revelations may effect." All advertising asks, he said, is a chance to clean its own house.

• Theodore S. Repplier, president of the Advertising Council, suggested broadcasting critics should take a look at the radio-tv contributions to the council's public service campaigns (see box, this page).

• Walter A. Edwards, Deputy Assistant Secretary of Commerce, said America's economic structure would be impossible without the selling persuasion and market information supplied by advertising.

• Chairman Earl W. Kintner, of the Federal Trade Commission, said cigarette advertisers have adopted an FTC suggestion that they stop using copy about effectiveness of filters in removing tars and nicotine, along with abandonment of claims to health benefits from smoking filter cigarettes.

FCC Chairman Doerfer's plain-spoken call for an NAB seal of approval took aim at those who deem the seal plan impractical by saying, "I warn you against those smug individuals who think that if 'everyone sits tight, this thing will blow over.' They have no interest for improvement industrywise for the present or the future. Their counsel should be rejected."

Chairman Doefer is author of "The Doerfer Plan" by which tv networks voluntarily agreed to present a full hour of high-level educational or cultural programming weekly in prime evening time, effective after the November elections (BROADCASTING, Jan. 25). He first advanced the idea in a Jan. 14 talk before the New York Radio & Television Executives Society.

The Tax Threat • Mr. Ryan took a cold, legal look at Washington goings-on and described specific steps taken by government agencies that relate directly to advertising's welfare. He was most alarmed by the adamant position Internal Revenue Service is taking in its decisions, particularly in the case of institutional advertising deductions.

All in advertising should contact legislators at the grass-roots level, he said.

Two-score broadcasters were delegates at the all-day meetings. They were joined by other broadcasters at the evening reception for legislators and federal officials. NAB and other media associations were represented.

AFA first entered the Washington scene a year ago when it held a legislative conference. The first meeting brought up so many governmental influences that AFA decided the idea should be permanent and it later installed a Washington office.

Secretary Edwards, stating the Commerce Dept. position, noted there are "some who judge your industry on the basis of the excesses or misconduct of a few who may engage in overly spectacular or deceptive actions. There are others who stress only the intensive promotion through advertising of highly competitive brands of similar goods of different manufacture. Many overlook the more far-reaching, important and basic function of advertising in providing consumers with complete and up-to-date information on market developments and opportunities, new products and services—information highly essential to the successful operation of today's complex market mechanism."

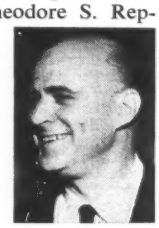
The Years Ahead • Mr. Edwards referred to forecasts that advertising expenditures may double in the next 10 years, a little more than twice the anticipated increase in gross national product.

Noting the alarmist hollering and pooh-poohing of "the status-quoers," Mr. Ryan said "any amount of wrong-doing is already too much, and appropriate safeguards must be provided to insure against the recurrence of such wrong-doing."

He congratulated FCC and FTC on "a most statesman-like approach to this

Public service to be proud of

"No industry in this or any other country has more to be proud of," than advertising, Theodore S. Repplier, president of the Advertising Council, said Feb. 5 at the AFA's Washington meeting (see main story this page).



MR. REPPLIER

Advertisers and media contributed to a new record high of $180 million in time and space during 1959, he said, in describing their cooperation with the council's public service work.

Mr. Repplier added, "In these days when broadcasting is being lambasted from every side, its critics should make a cud of this fact and chew it: There has not been one single day for the past 18 years since the council was formed, when broadcasting has failed to deliver vital messages in the public service. Whatever may be its sins of omission or commission, it has been everlastingly faithful to its assignment as carrier of Advertising Council public service messages.

"A home impression is one message heard once in one home. Last year, according to A.C. Nielsen figures, Advertising Council campaigns received, through commercial network time periods alone, a total circulation of more than 18 billion radio and television home impressions. This represents an astonishing contribution of time and talent by broadcasters and by advertisers. There is nothing in any other country in the world that can match it as a voluntary effort of private enterprise.

"I am not one of those who maintains that advertising is without sin. It is not an entity of its own, but a useful tool used by men—and men are deceitful as well as honest, tasteless as well as cultured, and stupid as well as brilliant. Advertising will always mirror the caliber of those who create and direct it."

...in Cleveland, particularly The monthly game of musical chairs–to see who's first–has taken a dramatic new turn. A year ago WHK couldn't even get *into* the game, as listeners virtually turned a tone-deaf ear. But that was before Metropolitan Broadcasting Corporation began presenting its new orchestration of service, news and showmanship. Today, WHK is firmly established among the virtuosos, accompanying your selling message with Cleveland's second largest audience.* The score is available from Blair, or General Manager Jack Thayer (EXpress 1-5000).

Division of Metropolitan Broadcasting Corporation **Cleveland WHK**

LISTENING HABITS HAVE CHANGED!

*Midnight Mon.-Fri. Dec. 1959 Hooper 19.6%–7 A.M.-6 P.M., Mon.-Fri., Dec. 1959-Jan. 1960

Designer: Irving Miller, Artist: Tomi Ungerer

problem" and for resisting the urge "to press the panic button" through more drastic controls. "By their spiritual courage in resisting the heavy pressure upon them to do so," he continued, "they have played fair with an important segment of our national economy and have done a very great service to their fellow Americans."

Mr. Ryan suggested the FCC could have conducted a star-chamber proceeding and found the accused guilty without calling a witness. Instead, he reminded, "it made an honest attempt to solicit information about the situation from a wide variety of sources, so that sound judgments could be reached, or a clear understanding of the facts."

All that advertising asks, he said, "is a fair chance to clean our own house. He said that FTC has adopted a new policy by which "the agency and its people (account executives, for example) will have to account for themselves" in unfair practices cases where the Commission feels it would be appropriate. He attributed this explanation of the policy to FTC Chairman Kintner.

Defection Invites Trouble • Citing AFA's "truth in advertising" motto, he said, "As soon as we departed from it, we found ourselves in a hornet's nest."

The greatest danger advertising must fear is censorship by taxation, Mr. Ryan said, calling it "one of the most effective weapons in the armory of despotism."

Mr. Ryan explained that "50% censorship" has developed in the Internal Revenue Service ruling that institutional advertising is not deductible as a business expense if it involves lobbying, legislation or political subjects. (Corporations doing this advertising pay a 52% income tax.) The language allows broad interpretation.

After proposing a ruling, IRS held a hearing last year on industry reaction. Over 40 groups took part and "everyone was against it," he said, adding, "But evidently, the IRS was going through the motions. They had already given us all the concessions they planned to give us when they substituted the new regulation for the old one."

Now the only relief obtainable must come from legislation, Mr. Ryan said, but he said two benefits accrued—IRS somewhat eased its original regulation and it discovered the advertising industry "would fight for what it conceived to be a fair deal."

Explaining the legislative powers of the grass roots, he declared, "Your 10-minute conversation with your elected representative on the railroad station platform, or across the garden hedge, will have more impact on him than the most learned thesis that your organization could submit to him."

Modess to sponsor Negro radio show

Personal Products Corp., Milltown, N.J., Thursday (Feb. 4) announced its sponsorship of a syndicated weekly radio show on behalf of Modess Sanitary Napkins, a pioneering move in purchase of radio time for such personal product advertising.

Alma John, R.N., who has broadcast various shows beamed to Negro women on WWRL New York for seven years, recently joined Personal Products Corp. as consultant to the Negro market. On Wednesday (Feb. 10) she will launch her new program *At Home With Alma John* on 33 stations in 14 states, primarily in the South. Although Young & Rubicam Inc. is the agency for all Modess products, the radio show has been placed directly by its producer Edward M. Glucksman, president of Nationwide Network Inc., New York. "Young & Rubicam is not involved in any way with the show" a spokesman for Personal Products said.

At Home With Alma John is a quarter-hour program recorded in New York. It stars Mrs. John, a registered nurse, who discusses topics like health and hygiene, marriage, divorce and problems of adolescence. She also interviews prominent Negro women. The only commercial is delivered by Mrs. John near the end of the show when she says, "This program has been brought to you with the compliments of the Personal Products Corp., makers of Modess Sanitary Napkins. Modess because . . . softness . . . comfort . . . security. Make new Modess Sanitary Napkins your discovery this month. New Modess has an added channel of protection . . . new Modess has a discreet deodorant you can trust. Truly, . . . the most trustworthy name in sanitary protection . . . Modess because.

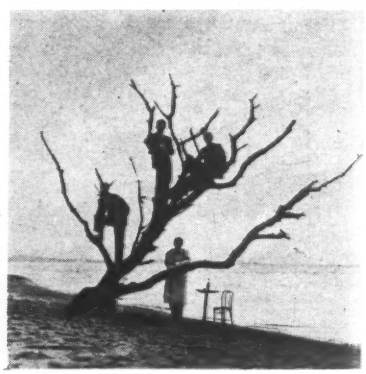
"And here is a little booklet you may want for your daughter if she is of the age 9 to 15. It's called 'Growing Up and Liking It' and it contains the answers to the why and wherefor of growing up. You may have a copy by writing me, Alma John [address]. This booklet is offered free by the makers of Modess Sanitary Napkins."

A spokesman said 13-week contracts have been signed with all 33 stations. No station was said to have turned down the offer. The majority of the stations will reportedly carry the broadcast between 9:30 and 10:30 a.m.

Attorneys for Personal Products Corp. received approval of the commercial from both the FCC and FTC, Mr. Glucksman said. The words "Sanitary Napkins" must be used, he said, because they are copyrighted with the word "Modess," which if used alone does not mean anything. If the program proves successful after 13 weeks, additional markets will be added to the schedule, according to Mr. Glucksman.

AFA clearing house

Advertising Federation of America, N.Y., announces the formation of an information clearing house to provide facts, data and information about advertising and marketing. For materials currently available write to AFA at 250 W. 57th St. or phone Circle 6-2431.



'Liquor' on tv • One of the high spots of CBS-TV's *Fabulous Fifties* Jan. 31 was a section spoofing elaborate print ads. One did this takeoff (at left) on a Smirnoff Vodka ad featuring Adolph Green and Suzy Parker. Madison Ave. wags called this the first liquor commercial to appear on network television, which ordinarily prohibits hard liquor advertising. The spoof, advertising a product called "Schemeerof," was designed by photographer Richard Avedon. The original magazine ad (at right) was photographed by Bert Stern for Lawrence C. Gumbinner Adv., agency for Smirnoff Vodka. *Fabulous Fifties* was sponsored by General Electric through Young & Rubicam.

TALL CORN RADIO SALES

Providing state-wide coverage
of more than 1,000,000 radio homes
with individual market penetration

Announces the Appointment of

VENARD, RINTOUL & McCONNELL, INC.

As National Sales Representative

and

JAMES D. BOWDEN COMPANY

As Regional Representative

Effective Immediately

KROS	CLINTON	KFJB	MARSHALLTOWN
KSIB	CRESTON	KSMN	MASON CITY
KDTH	DUBUQUE	KWPC	MUSCATINE
KVFD	FORT DODGE	KOEL	OELWEIN
KXIC	IOWA CITY	KBOE	OSKALOOSA
KOKX	KEOKUK	KICD	SPENCER

TALL CORN RADIO SALES HEADQUARTERS

1102 Northwestern Bank Building
Minneapolis 2, Minnesota
Federal 3-1496

CRISIS FORMULA ADOPTED BY ANA

Better FTC, industry liaison; advertising advisory council

A three-point program to meet the crisis in advertising was adopted by the Assn. of National Advertisers at a special meeting in New York last week. It was:

• "Better understanding and better working relationships . . . between national advertisers and the Federal Trade Commission. . . ."

• "Continuing liaison machinery between national advertisers and the various organizations or individual entities in agency and media ranks which have or may initiate self-regulatory procedures."

• Establishment of "an advertising advisory council with high professional advertising attainments and whose status permits complete objectivity, to serve in a consultative and advisory capacity on both broad and specific issues relating to taste and propriety in advertising, and to take such initiative as they deem necessary or desirable in the area of taste and propriety to help assure the credibility and acceptability of advertising."

This program was adopted after a meeting in which the advertisers heard:

• The presidents of both NBC and CBS-TV assert that broadcasters must bear the final responsibility for both programming and the reliability of the commercial.

• The chairman of ANA declared that while the "final voice" on program content must be the broadcaster's, the "major responsibility" for commercials lies in the laps of advertisers.

• The chairman of the NAB Tv Code Review Board ask for "consultation by your staff and members with our board prior to finalizing of commercials, especially in instances when the subject matter or mode of presentation is sensitive."

• The chairman of the FTC "strenuously opposed" to any idea that FTC be given power to "clear advertising in advance of its broadcast or printing."

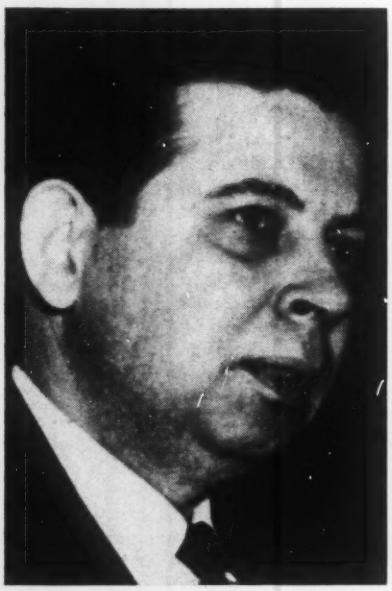
ANA Chairman Donald S. Frost, of Bristol-Myers, said the "basic responsibility" for programming rests "and must always rest" with broadcasters—even though "there are many advertisers who feel with substantial justification that it is important for them to have a voice—a participation—in the programs which are presented in their names." But, he asserted, the "advertising message" is "the area where self-regulation begins as far as we are concerned."

Mr. Frost said, however, that the advertiser doesn't know "exactly where the line is drawn" by the FTC between violation and non-violation. He asked: "Would it not be helpful both to the advertiser and to the FTC if, working together, we could develop more effective machinery for clarification of the Commission's interpretations prior to the issuance of a complaint, rather than after? We believe that if such were the case, the advertiser would be in a better position to evaluate and regulate his own efforts."

He wondered, too, whether the advertiser wouldn't be "better off to advertise on the basis of what he *should* say in the eyes of the public, rather than what he *could* say in the eyes of the law?"

Gray Area • Much of the criticism about advertising, Mr. Frost maintained, falls in a "gray area" where "neither the FTC nor any agency of government has the mandate over what is or what is not objectionable—over what is and what is not in good taste." This, he said, is the responsibility of the advertiser.

He also thought it "more important than ever that we consider not only what is *good* advertising in terms of

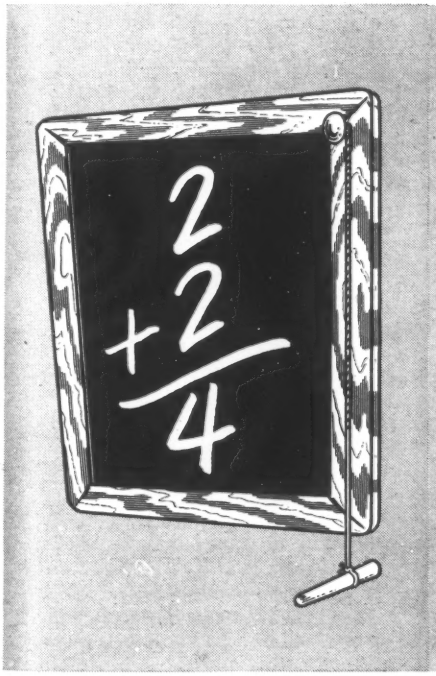


No FTC endorsement • FTC Chairman Earl W. Kintner was "strenuously opposed" to any idea that FTC be given power to clear advertising in advance of broadcast or publication.

Basic responsibility • Donald S. Frost, Bristol-Myers, ANA chairman, said program control must rest with the broadcaster, commercial quality with the advertiser.

Code pre-checking • Sensitive commercials should be pre-cleared with NAB's tv code, was recommendation of the code board chairman, Donald H. McGannon, WBC.

YOU CAN BE SURE



. . . when you buy the Shreveport market. Like every other business, television stations must build their own reputations to gain the respect and loyalty of their customers and the industry. Six years ago KSLA-TV started operations as Shreveport's *first and only* television station. Today it is still the *No. 1 preference* of viewers and advertisers alike.

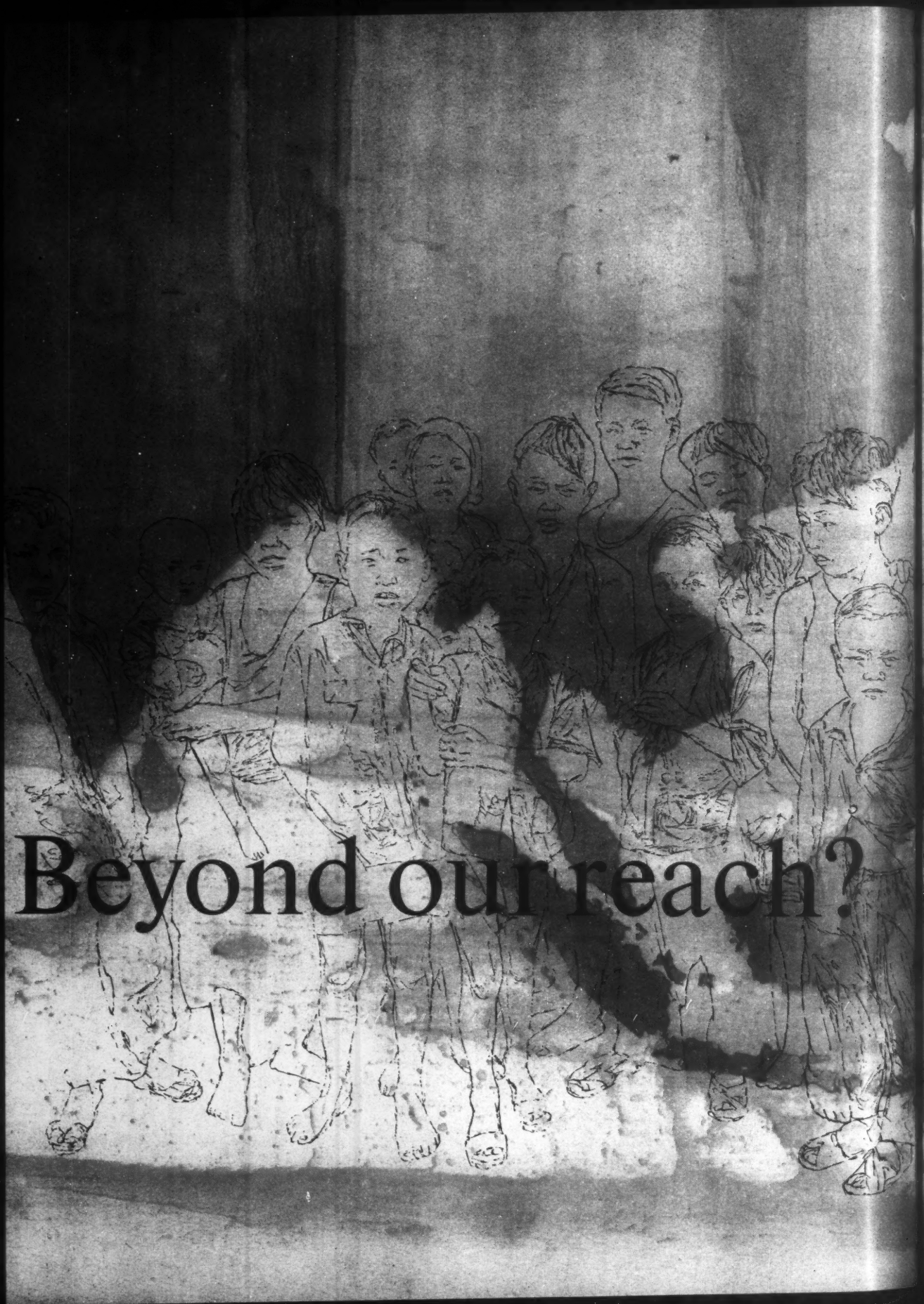
We like to feel that this is possible because of our strict adherence to good station practices . . . *consistent,* yet imaginative, *programming* . . . and *loyalty* to national and local advertisers who can depend on KSLA-TV to fulfill its obligations to both advertisers and viewers.

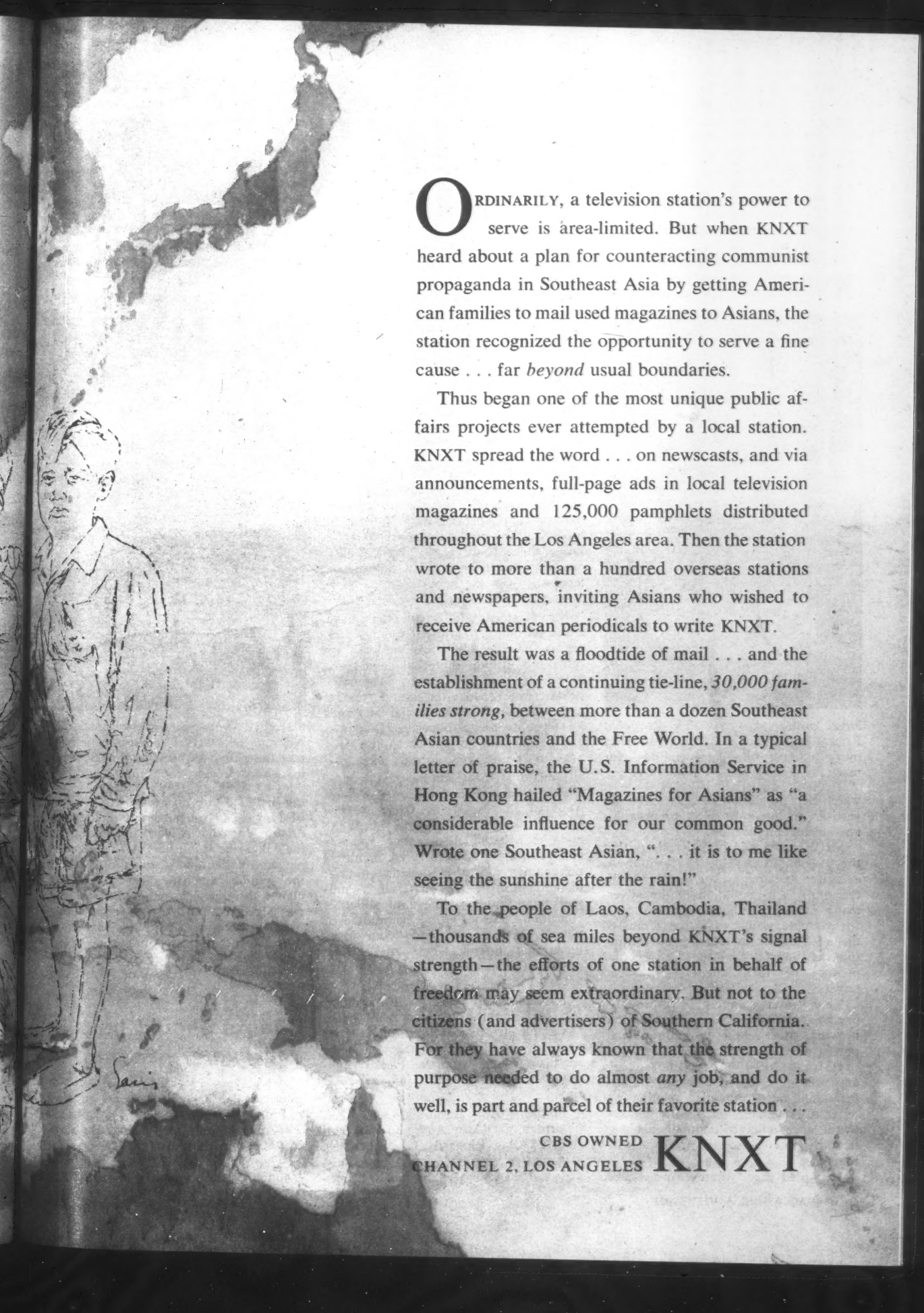
This *consistency* PLUS *dynamic ratings* (and we have 'em) add up to KSLA-TV. Your *Harrington, Righter & Parsons* man has the *complete* story. Why not give him a call?

KSLA TV

CBS

channel 2 shreveport, la.


Beyond our reach?



ORDINARILY, a television station's power to serve is area-limited. But when KNXT heard about a plan for counteracting communist propaganda in Southeast Asia by getting American families to mail used magazines to Asians, the station recognized the opportunity to serve a fine cause . . . far *beyond* usual boundaries.

Thus began one of the most unique public affairs projects ever attempted by a local station. KNXT spread the word . . . on newscasts, and via announcements, full-page ads in local television magazines and 125,000 pamphlets distributed throughout the Los Angeles area. Then the station wrote to more than a hundred overseas stations and newspapers, inviting Asians who wished to receive American periodicals to write KNXT.

The result was a floodtide of mail . . . and the establishment of a continuing tie-line, *30,000 families strong,* between more than a dozen Southeast Asian countries and the Free World. In a typical letter of praise, the U.S. Information Service in Hong Kong hailed "Magazines for Asians" as "a considerable influence for our common good." Wrote one Southeast Asian, ". . . it is to me like seeing the sunshine after the rain!"

To the people of Laos, Cambodia, Thailand —thousands of sea miles beyond KNXT's signal strength—the efforts of one station in behalf of freedom may seem extraordinary. But not to the citizens (and advertisers) of Southern California. For they have always known that the strength of purpose needed to do almost *any* job, and do it well, is part and parcel of their favorite station . . .

CBS OWNED
CHANNEL 2, LOS ANGELES KNXT

the cash register, but also what is *good for* advertising as well?"

Earl W. Kintner, FTC chairman, agreed that in the case of companies cited for alleged offenses, "full equity would demand naming a long list of equally guilty competitors," but he said FTC "simply doesn't have a police force big enough to police every violation of the law at the same time. Nor would this country want such a police force," he added.

Mr. Kintner said the FTC withholds news releases for 24 hours after a citation has been issued to an advertiser,

Final authority • NBC-TV President Robert E. Kintner said the broadcaster must assume final responsibility for program quality and ad reliability.

which he said should give the cited advertiser adequate time to prepare his answer for publication.

Mr. Kintner told the advertisers that they were "in the logical position to exercise leadership for tighter self-discipline, self-regulation in the advertising industry. Who better than you, for example, could guide the genius of the ad agencies to creating advertising that does not falsely disparage the competitors of their client or mislead buyers?"

Veto Power • James T. Aubrey Jr., president of CBS-TV, maintained that networks must retain "the ultimate veto power over commercials."

He said CBS-TV has been "actively at work for some time in an effort to formulate new principles relating not only to placement and length but also to the acceptance of commercials, particularly on personal products and remedies."

He noted that "wherever practicable we will dispatch our own representatives to witness, before acceptance, the actual demonstrations that are embodied in the commercials. Where this is not practicable, we propose to request fully certified descriptions of the circumstances and procedures of these demonstrations."

Mr. Aubrey agreed that advertisers "should not be forced to sponsor programs incompatible with their objectives to increase sales, strengthen distribution and win public favor." But he reiterated CBS Inc. President Frank Stanton's assertion that CBS-TV would decide for itself what programming is best for its schedule, and would have its own rules of advertiser influence in serious dramatic programming (BROADCASTING, Feb. 1).

NBC Head • Robert E. Kintner, president of NBC, stressed that "the broadcaster—whether he is a network or a station operator—must assume the final responsibility to the public for the quality and the diversification of programs, for the good taste, acceptability and the reliability of the advertising message and for the basic obligation of serving the public interests." But, he said, "there is an equal responsibility on the advertiser—and in addition a legal one—for the honesty of his commercial claims."

Mr. Kintner said broadcasters have a responsibility to present quality programs, whether they are westerns or otherwise; to present balanced programming, and to inform. Moreover, he said, the broadcaster should "review and evaluate the commercial messages he presents as to honesty of claims, good taste and suitability to the program on which they appear."

Donald H. McGannon, president of Westinghouse Broadcasting Co. and head of the NAB Tv Code Review Board, said that among the things the code board would like from ANA was prior consultation from ANA members on commercials of a sensitive nature; dissemination of code material, a "mutual program of advice and guidance, continuing liaison with a committee of your [ANA] board" and "your insistence that the television code seal be displayed" on ANA members' programs.

McGannon Requests • In addition Mr. McGannon asked that ANA make "available to our staff through your agencies any film, tape or copy on commercials which we have had a complaint or are involved at any particular time."

Speaking for Robert M. Ganger, chairman of D'Arcy Adv. and chairman of AAAA, Richard L. Scheidker, senior vice president of AAAA, discussed the AAAA's "interchange" system of checking on complaints about advertising copy. He said that in preparing the latest "interpretation" of the AAAA copy code, made because television's reach into the privacy of the home was considered so important (BROADCASTING, Feb. 1), the association had sent working copies to NAB, Advertising Federation of America, and the three tv networks. The responses, according to AAAA, were "favorable." It said CBS had endorsed the interpretation and that "We hope others including the ANA will do the same."

Other speakers at the one-day meet-

Network 'veto power' • James T. Aubrey Jr., CBS-TV president, held that the networks must retain "the ultimate veto power over commercials."

ing included Gibson McCabe, president of *Newsweek* magazine and chairman of the Magazine Advertising Bureau of the Magazine Publishers Assn. He challenged the idea that media should shield the public against false advertising claims through censorship. But he said the MAB committee was constituting itself, at once, as a copy advisory committee to counsel any magazine advertisers who wished advice on the acceptability of any piece of advertising copy.

Clients should help improve tv—Sarnoff

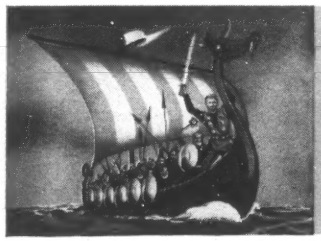
Advertisers last week were asked to pitch in and help elevate and improve tv's program and commercial content. The appeal came from Robert W. Sarnoff, NBC board chairman. He spoke at a Detroit meeting of the Michigan Council of the American Assn. of Ad-

DONUTS TO DOLLARS

HERE'S THE HIT SHOW THAT GETS RESULTS FOR ALL PRODUCTS...ALL SPONSORS!

"DONUT SALES INCREASED BETTER THAN 50% IN 24 HOURS! UA KNOWS WHAT THEY ARE DOING!"
—William Izzard, Adv. Mgr., Royal Castle System, Inc., (77 Coffee Shops), Miami, Florida

"A WINNER!"
— J. T. Loehnert, Vice President, **Dollar Federal Savings And Loan Bank,** Columbus, Ohio



TALES OF THE VIKINGS

A BOOMING 23.1 RATING
"...and we expect the rating to go even higher!"
—Jack Atwood, Station Mgr., WCSH-TV, Portland, Maine

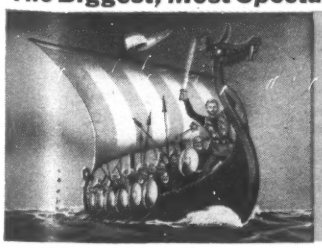
"TREMENDOUSLY PLEASED!"
—Walter E. Sickles, Program Director for Television—WDBO, Orlando, Florida

Already sold in 110 markets, "Tales of the Vikings" is ringing up phenomenal sales for sponsors coast to coast! There are some good markets left—snap it up now!

AMONG TOP TEN in Los Angeles! Miami! St. Louis! Seattle!

"FIRST PLACE AND CLOSE SECOND PLACE RATINGS! ALL AUDIENCE APPEAL!"
—Dave Crockett, Manager of Programming —KOMO-TV Seattle, Washington

The Biggest, Most Spectacular "All-Family" Sea Adventure Series Ever Brought To Television!



TALES OF THE VIKINGS

WRITE, WIRE OR PHONE: **UNITED ARTISTS TELEVISION**

UA

729 Seventh Avenue
New York, N. Y., Circle 5-6000

When the first USS *Independence* was commissioned in 1776, you probably could have put all the steel aboard her into one sea chest. But when the fifth *Independence* joined the U.S. fleet this year, she carried the widest variety of specialty steels ever assembled. *57,000 of her 60,000 tons are steel.*

The *Independence* is big. She carries a crew of 3,500 and her quarter mile of runways could park two luxury liners side by side. Turn her on end and she'd reach up to the 80th floor of the Empire State Building. Total working area for flight operations is over six acres.

The *Independence* is built of steel, much of it supplied by United States Steel. For the greatest possible strength and toughness U.S. Steel furnished two types of specially formulated and treated armor plate. Steel cables, strong enough to stop a landing jet bomber, were furnished by the American Steel & Wire Division of United States Steel. Her four 66½-foot, 50-ton propeller shafts were forged at the USS Homestead Works. And so it goes. From flight deck armor to the stainless steel used in her hospital, galley and crew's quarters, USS Steels play an important part in the performance of one of the Navy's finest ships.

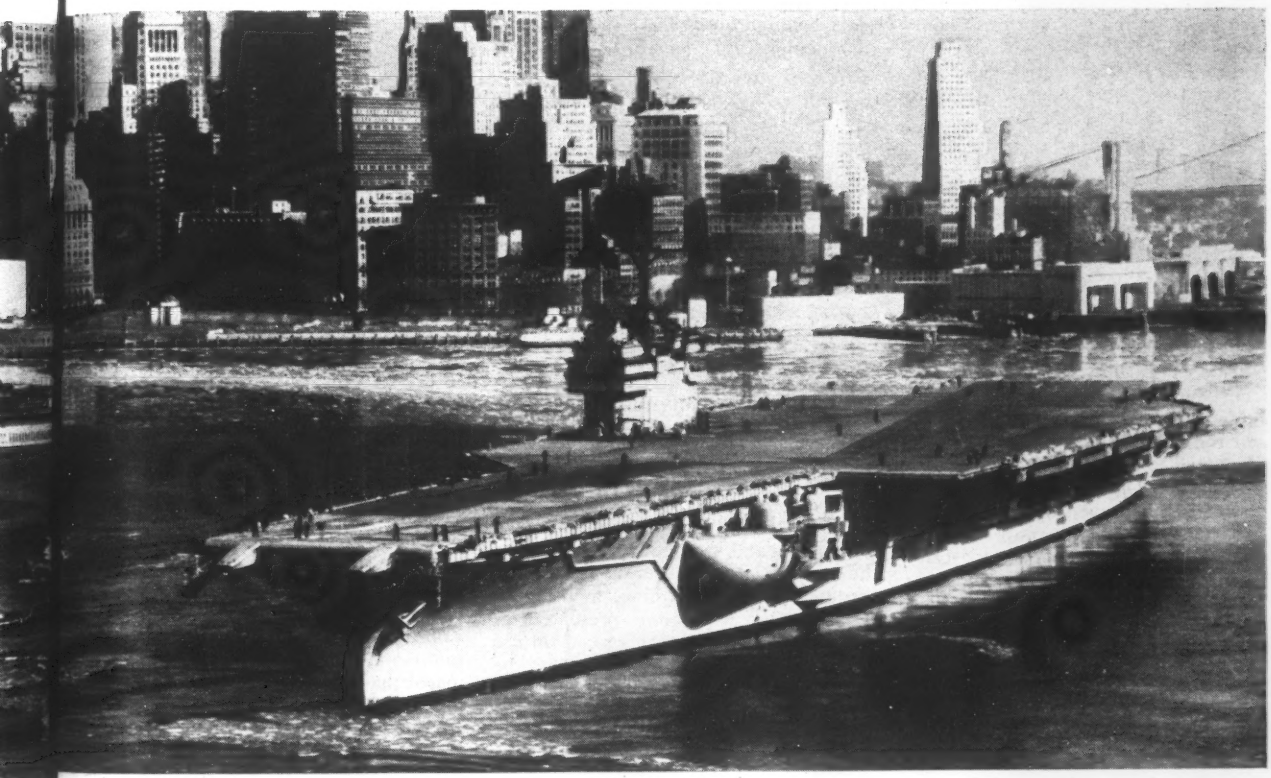
It took three years to build *Independence*. It took 50 years of research and development to perfect the specialty steels of which she is made. *USS is a registered trademark*

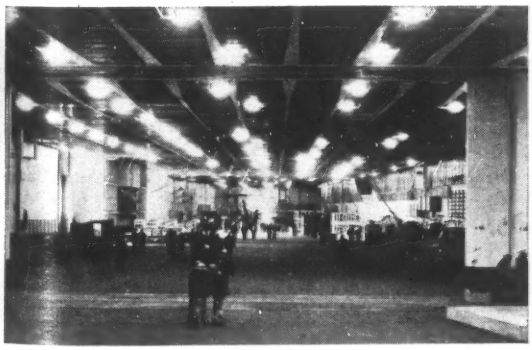
57,000 tons of steel

Something new in tie-downs. Instead of welded tie-downs, *Independence* has dimples placed at specified points in flight and hangar deck armor. U. S. Steel developed special dies for use in a 12,000-ton press, worked with the plate while it was cold. Danger of welded-in units breaking loose from overhead blast is now eliminated.

Hammocks are a thing of the past. Pullman-type bunks with individual reading lights make crew's quarters much more comfortable.

go to sea with the USS "Independence"





Lots of room, lots of steel here. Hangar deck aboard *Independence* can store 100 jets, is as big as two and a half football fields.

USS United States Steel

vertising Agencies.

This was what Mr. Sarnoff advised:

• Forget about divorcing advertisers from program association.

• Recognize the area for a tv uplift. Advertiser effort could come principally through three channels: the purchase of public affairs (cultural) shows, integration of commercials in a program's mood and a striving for "credibility" in commercials.

Mr. Sarnoff opposed talk of "magazine" or publishing concepts of programming. He said an advertiser would lose his identity. (As Mr. Sarnoff interpreted the concept, commercials would be rotated. Advertisers thus would be denied the opportunity of selecting the program in which their commercials appeared and of playing "any role in the program process.")

Advertiser's Right • He said he "strongly" opposed any such requirement. He thought the advertiser had as much right to select a program he'd sponsor "as he does to choose the magazine in which his advertisment" appears. That right, he said, includes the program with which the advertiser wants his product associated.

NBC's board chairman thought a loss of advertiser identity with a program of his choosing would be "unfair restriction," would weaken advertising impact, lessen the chance to create a "planned image", and eliminate the "proven merchandising benefits of traditional sponsorship." This version of the magazine concept, Mr. Sarnoff warned, would "deprive television programming of the creative resources of the advertising agencies."

In observing full responsibility over composition of the network schedule, Mr. Sarnoff said NBC at times has had to turn down advertiser programs which failed to come up to the mark. But, he said, the network has "learned over the years to value the judgment and creativity of many agency broadcasting specialists." He added he would like to see this "fruitful association encouraged, not ended."

His three-point recommendation to advertisers was in these areas:

• Program selection—"Every advertiser should examine whether his needs cannot be served effectively by image-building programs in the public affairs and cultural fields."

• Commercial integration — "Tailor . . . commercials more closely to program content so that the viewer will not resent an interruption . . ."

• Credibility in commercials—"A time when it may be fashionable to cast suspicion is a good time to strive for credibility."

Mr. Sarnoff urged advertisers to ask themselves: "Is seeing your commercial believing it?" He continued: "Since recent events have spread some skepticism in the audience, it becomes an extra creative burden to tell your story convincingly.

"This is not necessarily a matter of the 'soft sell' versus the 'hard sell.' Today's market puts the accent on the 'sensible sell.' "

Mr. Sarnoff said NBC is seriously studying proposals for cooperative action by advertisers, agencies and media to "maintain high standards of truth and taste" in advertising.

The current situation, he reflected, was a challenge "not only to the integrity" of the advertising but to the "ingenuity and imagination" of the advertising man in "reaffirming his claim on public favor and trust."

Mr. Sarnoff praised as "admirable" the AAAA's issuance of an "interpretation" of its copy code relating it to tv commercials (BROADCASTING, Jan. 25). He said NBC is maintaining its own safeguards and would expand them as the need arises. Broadcasters, he said, assume "final responsibility to the public" for the advertising presented as well as for programming placed on the air. Broadcasters and tv advertisers, he warned, "must concern themselves with the validity of demonstrations," but one competing medium ought not "enjoy special treatment by law enforcement agencies" over others. He asserted, "an advertising claim that is false in one medium is false in another and should be treated accordingly."

ARB

ARBITRON'S DAILY CHOICES

Listed below are the highest-ranking television network shows for each day of the week Jan. 28-Feb. 3 as rated by the multi-city Arbitron Instant ratings of American Research Bureau.

Date	Program and Time	Network	Rating
Thur., Jan. 28	Untouchables (9:30 p.m.)	ABC-TV	31.5
Fri., Jan. 29	77 Sunset Strip (9 p.m.)	ABC-TV	30.4
Sat., Jan. 30	Gunsmoke (10 p.m.)	CBS-TV	28.8
Sun., Jan. 31	Fabulous Fifties (7:30 p.m.)	CBS-TV	27.6
Mon., Feb. 1	Danny Thomas (9 p.m.)	CBS-TV	29.2
Tue., Feb. 2	Red Skelton (9:30 p.m.)	CBS-TV	27.9
Wed., Feb. 3	This Is Your Life (10 p.m.)	NBC-TV	22.4

Copyright 1960 American Research Bureau

• Business briefly

New radio client • Norcross Inc. (greeting cards), N.Y., in its first use of network radio, will sponsor a 10-minute, Wednesday segment of the new Bing Crosby-Rosemary Clooney program over CBS Radio (Mon.-Fri. 10:40-11 a.m.), starting March 2. Earlier, the Lamp Div. of General Electric Co. had signed for two 10-minute segments per week (AT DEADLINE, Feb. 1). Agency for Norcross: Young & Rubicam, N.Y.

Allstate buys • Allstate Insurance Companies, Skokie, Ill., is buying alternate weeks of CBS-TV's *Person to Person*, Fri., 10:30-11 p.m. EST, effective Feb. 19 for at least a six-month cycle. Agency: Leo Burnett Co., Chicago.

Overland passengers • One-third sponsorship of *Overland Trail*, which premiered yesterday (Feb. 7) on NBC-TV 7-8 p.m. EST, has been taken by Standard Brands and P. Lorillard (through Ted Bates and Lennen & Newell respectively). At the same time Standard Brands bought thirds in two other NBC-TV shows, *Riverboat*, moving from the Sunday *Overland* spot to Mondays, 7:30-8:30 p.m., and *Law of the Plainsman*, Thursday, 7:30 p.m.

Agency appointments

• Silver-Kay Corp., Manchester, N.H., subsidiary of Cott Bottling Co., appoints Jerome O'Leary Adv., Boston, for its new product Old Holland Beer Shampoo. Radio, tv and newspaper campaigns are planned for New England.

• Taylor Provisions Co., Trenton, N.J., manufacturer of Taylor Pork Roll and other meat specialties, appoints S.E. Zubrow Co., Phila. Saturation spot radio and tv campaigns, consisting of more than 300 spots per week, are planned for eastern markets.

• Flotill Products (Flotill, Tasti-Diet tomato products), San Jose, Calif., appoints Grant Adv., Hollywood. Television and newspapers will be used in a spring campaign now being planned.

• Coopers Inc. (Jockey brand shorts and other male undergarments), Kenosha, Wis., appoints Tatham-Laird, Chicago, to handle its account, with estimated billings of $750,000, effective May 1. Company has been active in network tv *(The Jack Paar Show* and previously *Home)* and spot radio. Account has been handled by Henri, Hurst & McDonald, same city.

• Reddi-Wip Inc. (pressurized whipping cream), L.A., appoints Kenyon & Eckhardt, effective May 1. K&E already handles Top-Wip Inc., affiliated with Reddi-Wip. The former is a whipped light cream. Agency said it has not yet completed its media plans.

Action, Romance, Drama and Comedy Are Offered with Participations in WMAR-TV'S

CBS TELEVISION

Channel Two Theatre – 11:20 P. M. MONDAY THRU THURSDAY

and

Award Theatre – 11:20 P. M. FRIDAYS

This Film Presentation Includes Such Film "Greats" As:

★ SERGEANT YORK ★ MAD ABOUT MUSIC ★ BACK FROM ETERNITY ★ BENGAZI
★ SUDDEN FEAR ★ HIGH SIERRA ★ SITTING PRETTY ★ THE THIEF
★ CASABLANCA ★ TREASURE OF SIERRA MADRE ★ JOHNNY BELINDA ★ KEY LARGO

In Maryland Most People Watch

WMAR-TV, Channel 2 SUNPAPERS TELEVISION

CONTACT YOUR KATZ REP.

LEADING THE BALTIMORE MARKET IN QUARTER-HOUR FIRSTS AND AGGREGATE QUARTER-HOUR HOMES VIEWING, ONE WEEK, SIGN ON TO MIDNIGHT*

*NIELSEN and ARB, DEC. '59

Time was when Manischewitz was considered just a ceremonial wine. Then, two years ago, the Monarch Wine Company decided to create a new product image and broader market appeal for Manischewitz, based on the theme "everybody's wine." Naturally, Monarch turned to the medium that reaches nearly everybody . . . spot television.

Sales spurted immediately. As a result, last fall Manischewitz launched the largest advertising campaign in its history. Same theme . . . same medium . . . same results! Again spot television's sight, sound and motion—introducing new Manischewitz beverage combinations and showcasing the revamped Manischewitz bottle and label—hypoed consumer acceptance and sales. Toasting successful spot campaigns on such stations as CBS Television Spot Sales-

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Representing WCBS-TV New York, WBBM-TV Chicago, KMOX-TV St. Louis, WBTV Charlotte, KHOU-TV Houston, WJXT Jacksonville, WBTW Florence,

represented **WCBS-TV New York, KOIN-TV Portland, WCAU-TV Philadelphia, WJXT Jacksonville, WTOP-TV Washington, KNXT Los Angeles and WBBM-TV Chicago, Nort Wyner, Manischewitz** sales manager, says: "Our changed product image and increased sales are due largely to spot television's dynamic ability to focus attention forcefully when, where and how we need it... effectively and economically."

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WCAU-TV Philadelphia, WTOP-TV Washington, KNXT Los Angeles, KSL-TV Salt Lake City, KOIN-TV Portland, and the CBS Television Pacific Network

"...spot television
helped make Manischewitz
'everybody's wine.'"

NO VHF SPACE FROM THE MILITARY

That's the pessimistic report of FCC's Ford to Pastore hearing

Plans for uhf study, spectrum opinions of Commissioners bared

The FCC's prospects of acquiring more vhf frequencies from the military are pretty bleak, the Senate Communications Subcommittee headed by Sen. John O. Pastore (D-R.I.) was told last week.

Testifying Tuesday along with the other FCC members, Comr. Frederick W. Ford said he had met the day before with officials of the Office of Civil Defense Mobilization on the policy level—following up a total of 26 meetings between FCC and OCDM technical personnel running almost a year—and now feels chances for switching the government vhf spectrum space to tv use are "not too favorable." He said he has asked for another meeting on a still higher level (i.e., with the President) and promised the Senate group a status report by April 1. Comr. Ford has acted as liaison commissioner for the series of FCC-OCDM meetings.

Other fresh facts laid before the Senate group by the FCC in sessions Tuesday and Thursday:

• The FCC (all members concurring) is asking Congress for legislation to authorize the agency to prescribe minimum performance standards for U.S. tv sets (enabling the FCC to require that all tv sets be equipped to receive all channels assigned to tv broadcasting, whether it be the present 12 vhf and 70 uhf channels or some other formula finally determined). There has been a considerable division of opinion among interested attorneys over the constitutionality of such a law, but Sen. Pastore nevertheless last week promised to introduce a bill offered by the FCC.

• If the FCC gets its budget request of $2.25 million for a study of uhf propagation characteristics and equipment, it plans to carry on the study two years in New York (the "toughest area in the world" for a test of the medium), using two to three channels and installing about a hundred uhf-tuning sets equipped with parametric amplifiers in homes scattered throughout the city (see story below). The study would be conducted by a private contractor, but under FCC supervision. (The FCC, post-TASO, apparently is wholly convinced that only the FCC can properly conduct such a study.)

Among other developments at the hearing:

• All FCC members but Comr. Robert E. Lee want to get the final yes or no on getting vhf space from the military before considering an all-uhf-system.

• All are willing to consider all-uhf as a long-range, ultimate plan if the FCC's uhf study shows that uhf propagation and distance equals vhf.

• But Chairman John C. Doerfer doesn't believe that vhf should be discarded if uhf is not proved just as good because of (1) loss of service to rural areas if 40-mile-range uhf outlets are substituted for 80-mile-range vhfs (2) cost of immediate conversion of the present 50-million-plus tv sets for uhf,

FCC PLANS NEW YORK UHF TEST . . .

If the FCC gets a special appropriation of $2,250,000 it has requested, it will use the money to find out if uhf will work in the biggest of all U.S. markets, New York.

The appropriation was included in the budget that President Eisenhower sent to Congress last month (BROADCASTING, Jan. 25). Last week the FCC's plans for spending the $2,250,000 became available. Here's what the Commission has in mind:

• Construction of two uhf stations in New York City to operate with at least a million watts of power, at an estimated cost for installation and operation of $1,150,000.

• Financing of a program of research and development of uhf receivers and of the placement of receivers in selected locations in New York to test reception from the special uhf stations, at a cost of $575,000.

• Financing a program of measuring signal strength, picture quality, propagation characteristics of the test uhf stations, at a cost of $475,000.

• Analysis of data and preparation of reports, at a cost of $50,000.

If the FCC's plans go through, preliminary work will be carried out by the present Commission staff during 1960, the transmitters and receivers for the test will be built during fiscal 1961 (July 1960-June 1961), the test system will be operated in fiscal 1962, and the information analyzed and put in report form in the early part of the calendar year 1963.

The work would be supervised by the FCC but done by private contractors.

Uhf: The Only Way? • The uhf test plans were described in the "justification" of the FCC's special budget request which became public only last week. The justification contained this statement:

"While the Commission is currently negotiating with the executive departments in an attempt to make additional vhf channels available in lieu of the uhf band, there is the distinct possibility that the only solution to the problem will be in the utilization of the uhf allocations.

"The uhf channels might then be used to supplement the existing vhf channels or, in order to answer the demands of government and non-government land mobile communications services, for the ultimate transition of all television broadcasting to a uhf-only system.

"The future course of television broadcasting would be determined after completion of the investigation herein proposed and would include other considerations submitted by the par-

FCC radioactivity

Under doctor's orders, FCC Chairman John C. Doerfer was scheduled to leave Washington this past weekend for two weeks of rest and relaxation in Florida. Before leaving, he entered a hospital briefly for a checkup as a safety measure after it was found that his Swiss-made watch was radioactive. The chairman is due back at his desk the week of Feb. 22.

which he estimates would be $2.5 billion.

• Some FCC members saw trouble even in a long-range (10-15-year) switch to uhf, feeling the FCC would have trouble getting broadcasters to simulcast uhf and vhf during the transition period. Comr. Doerfer, among other objections, felt that if uhf's distance doesn't improve, multicasting will be required in populous areas and even the plentiful uhf channels will become too scarce at the rate of several uhf channels to replace service formerly covered by one vhf.

• Comr. Rosel H. Hyde, who replaced Chairman Doerfer as FCC spokesman Thursday, agreed with an earlier statement by the chairman that additional stations in larger markets to carry ABC-TV programs is a compelling need. Later on, questioned about the FCC's rulemaking inquiry on the principle of dropping in third vhfs in two-vhf markets, he said he thinks it's possible for the FCC to let the station go on the air under a trusteeship pending outcome of contests for the new vhf.

• Comr. Robert E. Lee restated his earlier position favoring a move to all-uhf and termed as a "panacea" talk about getting military frequencies for vhf because (1) it would cost the government a large amount (one estimate was $1 billion) to re-equip for any new

FCC Comr. Ford
Asks vhf talk with Ike

military frequencies and (2) there would still be a set conversion problem in using new vhf frequencies. He also noted international agreements would have to be negotiated to use the new vhf band. He said his belief in uhf is supported by many FCC staff engineers.

• Comr. Hyde, under questioning from Sen. Hugh Scott (R-Pa.) on programming, said FCC analyses refute many "broad charges" against broadcast programs; said the FCC's hearing itself has had a healthy effect, and said cautious going is needed to maintain the benefits of competition.

• Nobody at the FCC seemed to think much of the TASO report, several commissioners giving various reasons for making their own study of uhf.

• FCC staffers during the Tuesday session showed a slide projection presentation on the five alternative spectrum plans for tv and comparisons of uhf and vhf characteristics under varying conditions and the significance of the differences between the two bands.

• The troubles of WAKR-TV Akron, a uhf station overshadowed by three vhfs in Cleveland, were described by Rep. William H. Ayres (R-Ohio) at the Tuesday session. Statements on the same problem from other Akron groups were filed.

• A plea for FCC interim action, pending a final allocations plan, to add a third vhf station in 10 major markets was made by Alfred R. Beckman, ABC-TV vice president in Washington. These "critically underserved" areas, he said, are: Birmingham, Charlotte, Grand Rapids-Kalamazoo, Jacksonville, Louisville, Providence, Raleigh-Durham, Rochester, Syracuse and Wheeling-Steubenville.

. . . IF SPECIAL FUNDS ARE OBTAINED

ties in interest in accordance with the Administrative Procedures Act."

Why It's FCC Job • The FCC itself ought to undertake an exploration of uhf potential, the justification said, because industry had been unable to do the job. The FCC pointed out that the Television Allocations Study Organization (TASO), organized by the FCC for a crash program of research and development, had been restricted by the antitrust laws. TASO's work has been mostly limited to existing equipment, the FCC said. A ruling by the Justice Dept. prevented television manufacturers from joining, through TASO, in a combined programs of uhf research, said the FCC.

With private industry unable or unwilling to spend great effort on uhf development, the government must step in, the FCC said.

"To expand television service to the nation without undue delay," the FCC reported, "it is necessary for the government to take unusual emergency action to support the solution of the technical problems pertaining to the public interest as in the case of other segments of the economy and the national defense where industry initiative cannot be expected to provide the technological development necessary to the public welfare and to the industrial and business economy as a whole."

The Commission said the reason most of its members have hesitated "to insist" on the use of uhf so far is that they don't know whether large metropolitan areas can be adequately served by uhf stations. To answer that big question is the purpose of the $2,250,000 test.

City Sites • Under the plan the FCC would choose the sites and pay for the construction of two uhf stations, one on a tall building in mid-town, the other about 15 miles uptown.

Once the stations began operating, probably transmitting the programs of the existing seven vhf stations in New York, reception tests would begin on about 100 special uhf receivers "scattered strategically" in the metropolitan area. The receiver locations would be shifted periodically through the test year to increase the total sample size.

In addition, portable test equipment would be used to test picture quality and signal strength. "The results," said the FCC, "are expected to provide an adequate evaluation of the service available from a single uhf tv station, as well as from a pair of uhf stations in a 'multi-cast' operation."

The Commission will use the most advanced designs of uhf receiving equipment in its tests. The receivers would be prototypes designed, built and installed under contract by "some organization outside of the broadcasting or receiver manufacturing industry."

Uhf receivers now on the market do not incorporate the latest technological advances, the FCC said. Their performance is "markedly inferior" to that which "reasonably might be expected of them."

The receiver development would also include experimental work on uhf receiving antenna and antenna-receiver transmission lines.

The transmission lines that are now available lose signal power between antenna and receiver, the FCC said in its explanation of the projected New York test.

Is Lausche staying up too late?

The plight of WAKR-TV Akron is tough, Ohio's Democratic Sen. Frank J. Lausche agreed during testimony last week before the Senate Communications Subcommittee that the Akron uhf outlet is "overshadowed" by three vhf stations in Cleveland. But, the senator said, there was something else bothering him: tv shows that he feels contribute to juvenile delinquency.

Sen. Lausche said he had seen a tv movie the Saturday before (11 p.m. on WMAL-TV Washington) called "Devil in the Flesh," which showed a married woman and a teen-age boy getting into bed to have "illicit relations." Sen. Lausche elaborated in a statement on the Senate floor the next day (Tuesday) adding that another tv movie (shown about two months ago on WTOP-TV Washington, also late evening) called "I Am a Camera" implicitly approved "promiscuous relations between unmarried persons." He suggested the FCC might use its license withdrawal authority to get such fare off tv and later declared, "It's got to be looked into."

WMAL-TV Program Director Ted McDowell commented Thursday that "Devil," a French import, has been described by *New York Herald-Tribune* critic Bosley Crowther as "perhaps the finest, most mature picture from post-war France." Mr. McDowell noted the film was shown at 11 p.m. when juveniles ought to be in bed. Some scenes that were in the theatrical version were edited out for tv.

WTOP-TV Program Director James Philman said "Camera," a British film starring Julie Harris, Shelley Winters and Lawrence Harvey, won a prize at the Cannes (France) film festival, though it received a rating of "C" from the Catholic Legion of Decency as offending both adults and youth. The story concerns the life of a girl from the U.S. who is a prostitute in Berlin at the time of the rise of Nazism. Mr. Philman said the movie is "puritanical, compared to some movies being shown nowadays," but said WTOP-TV is going to do more censoring of films considered objectionable.

D.A. may press perjury charges in quiz probe

The New York District Attorney may have a presentation for the grand jury early this spring on the possible perjury of witnesses who testified during the tv quiz investigation, it was disclosed last week.

A spokesman for the District Attorney's office also estimated the current grand jury hearing on evidence of payola in radio-tv which started last week, would take about two months. After this phase, Assistant District Attorney Joseph Stone, who has been in charge of the quiz-payola probe in New York, expects to begin assembling material on testimony presented last year to a grand jury. District Attorney Frank S. Hogan has said that a number of contestants (perhaps 100) had lied to the grand jury as to their roles in quiz rigging.

It was reported that a representative of recording companies had testified before the juror panel, answering questions put to him by Mr. Stone. Disc jockey principals are not expected to be called before the grand jury because they are potential defendants in any court action instituted. Under New York state law, commercial bribery is a violation. Payola involves payment by recording companies, artists or others to disc jockeys for plugging songs on the air. The D.A. entered the area of payola practices last November when it subpoenaed books and records of 11 companies in New York.

Lee's proposals listed at Okla. meet

Urging broadcasters to regulate themselves, FCC Comr. Robert E. Lee "strongly endorsed" the NAB Tv Code and would make membership a factor for license renewal consideration. Speaking in Tulsa, before the Oklahoma Broadcasters Assoc. on Jan. 31, Comr. Lee made the following recommendations as an outgrowth of the FCC's inquiry into television's programming practices:

• FCC authority to review all programming at renewal time. He suggested asking Congress to add this to Sec. 326 of the Communications Act and also to direct the Commission through rulemaking to establish criteria for determining operation in the public interest.

• Congress enact legislation to "regulate the networks at least to the extent that we already do indirectly. We already regulate the networks to a substantial degree through their ownership of stations. This is backdoor and clumsy."

• Amend Sec. 317 of the Communications Act to require that a program be labelled for what it is. Rulemaking should be instituted "to see how this could be done. This is not censorship. . . ."

• An amendment to the Communications Act giving the FCC authority "to impose a short term probationary license—impose a period of silence on the air or impose fines or other sanctions."

• Higher spot rates as a counter to the "overcommercialization" of the broadcast media.

The commissioner told the meeting that future action by the FCC and the legislation it will recommend to Congress on the basis of its hearing will be "prompt and vigorous." The hearing, he said, has not been a matter of "exposure for exposure's sake." Culprits exposed, Comr. Lee said, "can still be counted on your fingers."

"In our zest to remove the weeds of evil," Comr. Lee stated, "we must be careful to protect the wheat of free speech guaranteed by the Constitution." No one on the commission staff, Mr. Lee asserted, "has any desire to censor programming *per se*."

Comr. Lee said that the hearing itself produced "some 212 suggestions by some 90 witnesses, ranging from the ridiculous to the sublime." He singled out briefs prepared by Ted Pierson, Washington communications attorney, Whitney North Seymour, NAB, and the NBC brief prepared by Cahill of New York, "not necessarily for conclusions, but for the evident time and effort put in. . . ."

KATZ sale affirmed

The $600,000 sale of KATZ St. Louis by Rollins Broadcasting Co. to LaClede Radio Inc. was granted anew by the FCC last week after receiving assurances from LaClede that the station will not be used to further the business interests of any stockholder. FCC set aside an earlier grant to inquire if there would be a conflict with the record, music and news letter publishing interests of certain stockholders. The Commission was told that Milton M. Blink, one stockholder questioned, had liquidated music and record holdings while his radio transcription service produces background music for factories and offices.

Waco asks ch 12

A request that the FCC allocate ch. 12 to Waco, Tex., was made by WACO that city. In a petition filed with the FCC the station said a vhf channel can be allocated to the city under two separate plans, one of which would require approval of sub-standard spacing.

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Or ask audiences in more than fifty U.S. markets who have made TRACKDOWN, with Robert Culp as Hoby, one of first-run syndication's most popular Westerns... duplicating its two-season success on the CBS Television Network, where it averaged a 23.0 total Nielsen rating (October 1957-April 1959).

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CBS FILMS

CURTAIN FALLS ON FCC HEARING

AB-PT's Goldenson and Treyz last in line of 90 witnesses

The FCC completed the current phase of its investigation into programming practices last Monday (Feb. 1) with testimony from ABC executives Leonard Goldenson and Oliver Treyz.

And, without pausing to scrutinize the 3,775 pages of testimony compiled since Dec. 7, 1959, the Commission immediately, in executive session, took up several proposals designed to give it authority over "quiz and payola practices" (see story, page 27).

Chairman John C. Doerfer kept the record open for the filing of additional statements. Also, there is a possibility that additional testimony will be taken in public. Some 90 witnesses gave their views to the FCC along with 212 proposals in 28 general areas, according to the calculations of Comr. Robert E. Lee.

The hearing, which ran through 10 weeks (including a two-week holiday break), was an enlargement of the FCC's inquiry into network program selection processes (Docket 12782) instituted a year ago. In announcing the new phase last November (BROADCASTING, Nov. 16, 1959) as a result of the tv quiz and payola disclosures, the FCC outlined five questions it hoped witnesses would attempt to answer. The questions, many times lost sight of by the witnesses, were:

"1. Whether and the extent to which policies and practices being pursued by some broadcast licensees in the field of programming and advertising are inimical to the public interest;

"2. Whether and the extent to which the general standards heretofore laid down by the Commission for the guidance of broadcast licensees in the selection and broadcast of programs and other material to the public are adequate in view of the changed and changing conditions in the broadcast industry;

"3. Whether and the extent to which the Commission should, by the exercise of its rule-making power, set out more detailed and precise standards for the guidance of broadcasters in the exercise of their responsibility;

"4. Whether and the extent to which the Commission's present policies and procedures in the review and consideration of the performance of its broadcast licensees in the field of programming and advertising is adequate, in view of the greatly increased number of such licensees; and

"5. Whether the Commission's authority under the Communications Act of 1934, as amended, is adequate for these purposes or whether legislation should be recommended to the Congress."

After the hearing was adjourned, Chairman Doerfer promised that recommendations would be sent to Congress almost immediately. And, true to his word, the chairman called a special FCC meeting for last Friday (Feb. 5) to consider specific legislation for Congress.

Following is a resume of testimony by ABC, plus two statements made a part of the record:

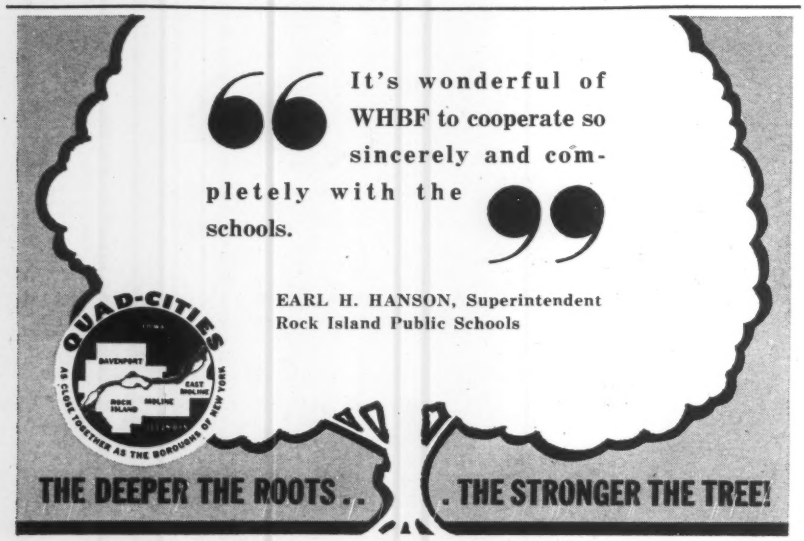
Leonard Goldenson and Oliver Treyz, ABC • There is a "narrow programming area" in which the FCC can operate without infringing upon anti-censorship laws, Mr. Goldenson stated in agreeing to a summation of ABC's position by Comr. Frederick Ford. Mr. Goldenson, president of American Broadcasting-Paramount Theatres Inc., said the Commission should compare performance with promise and that a license should be revoked if promises are not lived up to.

At the same time, the AB-PT president cautioned the Commission against "unwise and precipitous" action in formulating new regulations and controls. "I would like to urge upon this Commission a course of conduct which would be both restrained and wise," he said. "Unwise and precipitous action, whether in the form of legislation or regulation or . . . pressure too heavily applied, may result in the establishing of operating principles which can place this industry in a straitjacket.

"We must avoid any controls which might cripple or retard [tv's] growth," Mr. Goldenson continued, "and its ability to experiment, to be daring, to be vigorous and to enter into new fields that are appropriate courses of conduct for so young and so new a vital force."

Mr. Goldenson and Mr. Treyz, president of ABC-TV, testified in tandem on the policies of their network. They were accompanied by Edward J. DeGray, president of ABC Radio, and Selig J. Seligman, president-general manager of ABC's KABC-TV Los Angeles.

Tv's role is unique in that it is the only all-purpose force in communications, characterized by specialization, Mr. Goldenson said. "Since we are a medium of mass communications, it seems to me that we should be primarily concerned with majority programming," he told the commissioners. "What puzzles me a great deal about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DAVENPORT
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MOLINE
THE DEEPER THE ROOTS . . . THE STRONGER THE TREE!

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WCIN 1,000 Watts (5,000 Watts soon)—Cincinnati's only all Negro-Programmed Station!
WLOU 5,000 Watts — Louisville's only all Negro-Programmed Station!
WMBM 5,000 Watts—Miami-Miami Beach's only full time Negro-Programmed Station!
WVOL 5,000 Watts — Nashville's only all Negro-Programmed Station!
WYLD 1,000 Watts—New Orleans' only full time Negro-Programmed Station!
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JOHN E. PEARSON CO., Nat'l Rep.
DORA-CLAYTON, Southeastern Rep.

the critics of tv is their persistent attack on the fundamental concept of the vote of the majority. . . ."

What Is Wrong? • "Why, then, should this suddenly become something to be sneered at by the critics, when related to tv programs and their audiences? What is wrong, exactly, about serving the majority of Americans with the type of programs they prefer?" Mr. Goldenson asked.

He stressed, however, that ABC also is mindful of the rights and consideration due the views of the minority and tries always to serve these views. "We feel that as a result of our activities, and in the availability of total tv programming, the public has had a large and varied choice with few segments of the community being neglected," he told the commissioners.

Both Messrs. Goldenson and Treyz testified at length on ABC's policy of counter-programming—pitting a completely different type show against the offerings of the other two networks. They said that ABC, at the time of the Paramount merger in 1953, realized that it would have to develop its own programming sources to successfully complete in the network field. As a result, Mr. Goldenson said, major film companies were persuaded to enter tv for the first time.

"The overwhelming endorsement by the public of our programming decision is now a matter of competitive history," Mr. Goldenson stated. "It is illustrative of the success of our basic policy, to find and fill needs as they exist."

Program, Then Sell • Mr. Treyz said that ABC's philosophy of service to the public developed as a concept of "program first and sell second." The network was forced into this course of action because it was getting only the left-overs from the other networks, he said. This philosophy, the network head pointed out, contemplates ABC control of programming, as contrasted with control by advertisers.

Only one program, *The Rifleman*, currently is on ABC-TV which was brought to the network by an advertiser, Mr. Treyz said. This contrasts to only one network-owned show, *Ozzie and Harriet*, when ABC launched its all-out competition with CBS and NBC. "The ABC point of view has brought to tv such program innovations, and they were innovations at the time, as *Disneyland, Cheyenne, Maverick, The Real McCoys, 77 Sunset Strip*, and *Adventure's in Paradise*," Mr. Treyz stated.

The network continually checks the pulse of the public and listens intently to its affiliates for new programming ideas, Mr. Treyz told the FCC. He said a suggestion by an affiliate resulted in negotiations with Sir Winston Churchill for tv rights to the British leader's six-volume history of the Second World War. In other public service programming, he pointed out, ABC plans a weekly agricultural program and a Biblical series.

Mr. Goldenson conceded that ABC's policies have led to criticism of "so-called imbalance in our programming content." This criticism, he said, stems from the great competitive disadvantage under which the network began operations. "The basic principle which we have followed from the very beginning is to do what we consider essential in order to provide the widest range of choice to the public at all times." "We feel in this way both the public and ABC must benefit." He continued:

Competitive Safeguards • "But what is or can be the safeguard for the public to make it more likely that our program offerings will be better and not poorer? Can we legislate taste? Can we make it a criminal offense to be mediocre? Shall we set up a commissar of culture?

"We think the best answer lies in the creation of freely competitive forces which, by their interplay, can accurately reflect the choices of all the segments of the public and by their reactions can help to determine the quality of the programming content. That has always been the democratic way; there is none better."

Mr. Treyz said that current Commission standards and policies are adequate and the FCC should be involved in application of those standards rather than the development of new ones. Both witnesses stressed the steps for self-correction taken by the industry immediately after the quiz rigging became known to industry leaders.

The question of network regulation was not mentioned in the ABC leaders' prepared testimony, but in answering a question Mr. Goldenson said he was against such a proposal because it would be a "diffusion of responsibility" from the local station to the network. Responsibility for programming should remain with the individual licensee, he said, even though the network also accepts responsibility for its programming.

Affiliates are "fully informed" of the content of ABC programming, Mr. Treyz said, so that they can determine what shows meet the needs of their viewers. Several avenues of information are offered them by the network. He pointed out that an affiliate is free to refuse to carry any program.

Mr. Goldenson said that ABC, instead of editorializing, follows the policy of airing the point of views of individuals speaking for all sides. He felt this is the best way for the network to discharge its obligations rather than editorializing itself.

Jack Harris, NBC-TV Affiliates Board Chairman • Speaking for NBC

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What family today isn't directly affected by one or more of the classic symptoms of inflation —the rising prices, the shrinking dollar, the pinch on incomes, pensions and savings?

Our lawmakers are squeezed between pleas for more federal spending and the responsibility of presenting the bill to the taxpayers. And as always, proposals to *cut* federal spending meet resistance, although cutting spending is a direct way to block inflationary trends.

A PLACE TO SAVE BILLIONS

One example of nonessential spending is the outlay of tax money that goes to enlarge the federal government's venture into the electric power business.

The active pressure groups for such federal "public power" are after some $10,000,000,000—this on top of about $5,500,000,000 it has cost taxpayers to date.

A saving of that size would be a major blow at budget deficits, yet call for no sacrifice by the American public. The majority of people don't want so-called "public power," as shown by repeated opinion polls. Nor do they get anything from it—except the bill.

NO NEED FOR FEDERAL POWER SPENDING

More government spending is quite unnecessary to the nation's power supply. The hundreds of independent electric companies and their millions of investors are able and ready to fill the growing demand for electricity . . . and *without* tapping the taxpayers.

THE TAX NOBODY SEES

There is no tax labeled "public power." So most people don't know the government is in the power business, and few know their own taxes keep it there. That's why a small minority can force this tax burden on the majority.

So the key to a tax saving of billions is getting the facts to the American public. Will you help? This coupon will bring you a new booklet with up-to-date figures and information. We'll send it to you promptly, at no charge.

AMERICA'S INDEPENDENT ELECTRIC LIGHT AND POWER COMPANIES

POWER COMPANIES
Room 1107-U, 1271 Ave. of the Americas, New York 20, N. Y.

Please send me the material checked below, without charge:

☐ The new booklet, "Who Pays for Government-in-the-Electric-Business?" . . . telling how this unnecessary tax spending affects every family, how and where the federal government is in the electric power business, and many other important facts.

☐ Names of companies that sponsor this message.

Name_____

Occupation_____

Address_____

City_____ Zone___ State_____

affiliates, the vice president-general manager of KPRC-TV Houston said that abuses which triggered the present inquiry were eliminated by the industry even before the hearings began. He said the industry has demonstrated that it can be relied upon "to protect and promote the public interest without the need for additional government intervention."

Mr. Harris, in his statement filed for the hearing record, told the commissioners that the extent of broadcast abuses (quiz rigging, payola) has been very slight. "If, however, the Commission is of the view that new rules should be adopted specifically imposing a duty upon each licensee to take reasonable steps to assure himself that the programs he is broadcasting involve no deceptive practices, we would not be opposed to their adoption provided that rules could be drafted which would be clear and workable and which would not impose burdens upon licensees out of proportion to the dangers sought to be averted," Mr. Harris said.

AB-PT's GOLDENSON AND TREYZ
'Don't cripple television's growth'

Noting the criticism by previous witnesses of the quality of programming, the Texan pointed out that the broadcaster always is trying to improve his programs. "That the efforts of broadcasters have been largely successful is shown in considerable part by its success in competing with other media of entertainment and information," Mr. Harris maintained.

"By careful selection of time and station, individuals . . . can find numerous hours a week, or a month, of almost any kind of program they would desire," Mr. Harris said. "And there is almost certainly more programming to meet their specialized needs, if they will exercise the type of selectivity they urge upon broadcasters, than they are apt to care to view."

The NBC-TV affiliate spokesman also said that licensing networks would not serve any useful purpose "and such licensing would be potentially very troublesome." He said licensing of networks would make it harder for an affiliate to cancel a network show because the FCC would "be approving the totality of what the networks offer, which would place upon each station some burden to justify a determination to carry less than the total offering."

Additional Educators' Views • The FCC "should fulfill the duty imposed on it by Congress . . . to examine total program content of stations and to correct, and if necessary, punish stations defaulting on all promises made in applications . . ." 12 prominent educators told the FCC in a statement and brief placed in the record.

Following a "Conference on the Public Interest" hosted by the Annenberg School of Communications, Pennsylvania U., the brief also: (1) urged Congress to appropriate sufficient funds for the FCC to monitor programs "and otherwise appraise the service of licenses" . . . (2) placed the primary responsibility for program content on broadcasters, and (3) maintained "that when the three conditions above are met, it is neither necessary or desirable that the FCC should impose specific times or percentages of total time devoted to public service programs."

In forwarding the brief to the Commission, Prof. Gilbert Seldes, director of the Annenberg School, stressed that the principles were adopted before FCC Chairman John C. Doerfer's proposal to the networks that they provide alternating public service programming (BROADCASTING, Jan. 25). Prof. Seldes attacked the chairman's actions as "pressure."

"Although there was no overt compulsion, . . . pressure was inherent in the situation," he charged. The broadcasters . . . have now accepted the principle of compulsory utterance. They have let someone tell them . . . what to broadcast. This is considerably worse than prior censorship, in my opinion."

Prof. Seldes said that further meetings are planned by the educators and arrangements were made for a continuing conference on public interest in broadcasting. Many of those signing the brief had testified earlier in the Commission programming hearing. Signers, in addition to Prof. Seldes, included:

Prof. Eugene Goodwin, director, school of journalism, Pennsylvania State U.; Prof. Daniel Lerner, Massachusetts Institute of Technology; Dr. David R. Mackey, professor of communications, Boston U.; Prof. John Roberts, school of communications, Temple U.; Dr. Charles Siepmann, New York U.; Dr. Edward A. Walsh, division of journalism, Fordham U.; Dr. Earl Wynn, U. of North Carolina; and the following members of The Annenberg School faculty: Dr. Charles Lee, Dr. Patrick Hazard, Dr. Charles Hoban and Paul Blanshard Jr.

FTC gets 3rd consent order in payola cases

A Cincinnati phonograph record distributor told the Federal Trade Commission last week that it didn't know payola was illegal.

The A&I Record Distributing Co. said it had laid out about $800 in the last three years in payments to disc jockeys.

It said it was ready to sign a consent order and promise not to do it again.

This would bring to three the number of consent orders forbidding payola for the broadcasting of records.

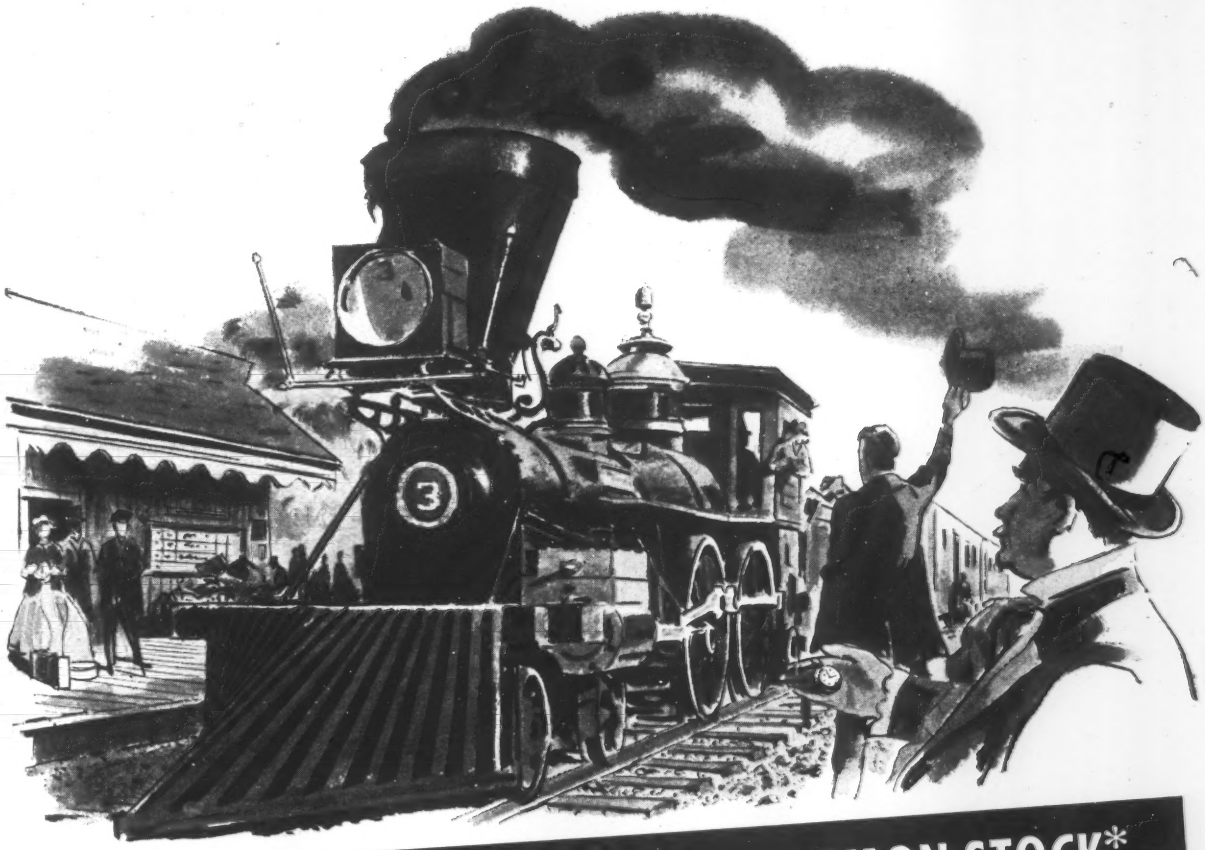
Rosen Case • A consent judgment was signed by David Rosen Inc., Philadelphia record distributor, two weeks ago. The first was signed by RCA.

The order bars the Rosen firm from giving payola to anyone as an inducement to broadcast records in which it has a financial interest. It applies also to David Rosen and Joseph J. Wasserman, the company's president and vice president, respectively.

The Rosen firm was among the first nine payola complaints issued by the FTC. The first consent order was signed by RCA in mid-December about two weeks after the complaints were issued.

The Rosen order includes the same provision that was part of the RCA consent judgment; that respondents must not offer or give, without requiring public disclosure, any material consideration to anyone to induce him to broadcast their records. Public disclosure means, it is stated in the order, that the recipient must disclose to listeners when the record is played that this is in return for compensation received by him or his employer.

The agreement does not constitute an



YOU MAY NOT OWN THE OLDEST COMMON STOCK*—

BUT... Your WKZO Radio Investment Is The Best In Kalamazoo-Battle Creek And Greater Western Michigan!

7-COUNTY PULSE REPORT

KALAMAZOO-BATTLE CREEK AREA—MARCH-APRIL 1959

SHARE OF AUDIENCE — MONDAY-FRIDAY

	WKZO	Station "B"	Station "C"
6 A.M. - 12 NOON	30	21	11
12 NOON - 6 P.M.	27	22	10
6 P.M. - 12 MIDNIGHT	29	22	10

WKZO-AM is *far and away* your best radio investment in Kalamazoo-Battle Creek and Greater Western Michigan. WKZO-AM holds the top position by a wide margin—Pulse (see left) gives WKZO-AM a total audience *32% larger than that of any other station serving this market.* In fact, WKZO-AM is a solid "first," Monday through Friday (6 a.m.-Midnight) in 345 of 360 quarter hours surveyed!

Ask Avery-Knodel for a prospectus!

**Common stock which has been paying dividends longest is Pennsylvania Railroad, since 1848.*

AM – TV – FM

The Fetzer Stations

WKZO-TV — GRAND RAPIDS-KALAMAZOO
WKZO RADIO — KALAMAZOO-BATTLE CREEK
WJEF RADIO — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
WWTV — CADILLAC, MICHIGAN
KOLN-TV — LINCOLN, NEBRASKA
Associated with
WMBD RADIO — PEORIA, ILLINOIS
WMBD-TV — PEORIA, ILLINOIS

WKZO

CBS RADIO FOR KALAMAZOO-BATTLE CREEK AND GREATER WESTERN MICHIGAN

Avery-Knodel, Inc., Exclusive National Representatives

admission by the Rosen Co. that it has violated the law.

A&I Case • The A&I reply was to a Jan. 12 FTC complaint charging that the firm had paid disc jockeys to play its records on the air without this knowledge being known publicly.

The company said it was not aware that it was violating any laws "by advancing small amounts of money to certain disc jockeys during the past three years. . . ." The payments, which totaled about $800 the company said, were considered promotion expenses and so deducted from income tax returns. The company said that the purpose of the payments was to persuade disc jockeys to play the records privately "and if found worthy to play them over the air."

There was no attempt to defraud the public by such payments, the company stated, since the amounts paid "were so small that it could not possibly cause a disc jockey to play their records unless they were worthy of playing them on their programs."

More Complaints • The latest payola complaints were issued two weeks ago against the following record manufacturers:

Fame Records Inc. and Time Records Inc. (also known as Shad Records and Brent Music Corp., also Brent Records Inc.) both New York; and Vee-Jay Records Inc., Chicago.

The following distributors were also named:

A-1 Record Distributors Inc., All South Distributing Corp., both New Orleans; Superior Records Sales Co., Ideal Record Productions Inc. (also Ideal Record Productions of New Jersey Inc.) and Gone Recording Corp. (also End Music Inc. and associated company, Co-op Distributing Co.), all New York; Raymond Rosen & Co., Philadelphia, and Allstate Record Distributing Co., Chicago.

The complaints charged that the companies and their officers had given unidentified disc jockeys money or other valuable considerations to get them to play their records without the public being the wiser. This is an unfair trade practice, the FTC said. Answers were required in 30 days.

This brings to 37 the number of payola complaints issued against record manufacturers or distributors.

FTC trickery charge denied by L-O-F

Libbey-Owens-Ford Glass Co. has denied using camera trickery in its tv advertising.

The answer by the glass company was to a Federal Trade Commission complaint, issued last October, which charged that L-O-F and General Motors exaggerated the qualities of its automobile safety plate glass and disparaged competitors' automobile glass.

L-O-F denied making any false, misleading or deceptive representations in these advertisements. It added that the advertisements "were in all respects true and accurate statements, portrayals and demonstrations of the facts."

The glass company charged that the complaint is actually a private controversy. It maintained that the FTC has no jurisdiction in this private matter.

General Motors earlier filed a denial of the charges.

Among the alleged misrepresentations, according to the FTC, was the use of different camera lenses to heighten the distortion in sheet glass and minimize the distortion in L-O-F plate glass. Also charged was the use of a picture purportedly taken through L-O-F glass which, the FTC alleged, actually was taken through an open window.

'False claims'

The Crowell-Collier Publishing Co., which owns three radio stations, was charged last week with making false claims that specially selected customers are given *Collier's Encyclopedia* free for advertising and promotion purposes. The allegations were made in a complaint filed by the Federal Trade Commission.

The claims are made, the FTC said, by door-to-door salesmen and in promotional material.

The FTC said the encyclopedias are not given away free or at reduced cost for advertising purposes or any other reason.

Crowell-Collier owns KFWB Los Angeles, KEWB San Francisco and KDWB St. Paul, Minn.

NARBA treaty to be reported to Senate

The Senate Foreign Relations Committee approved unanimously last week (Tuesday) the long-pending North American Regional Broadcasting Agreement and the 1957 U.S.-Mexican treaty on use of broadcast frequencies. The committee ordered the documents reported to the Senate floor but the report still was being drafted last week and, it was understood, would not be reported until today (Monday), at the earliest.

No date has been announced for bringing the treaties before the Senate for ratification. Action, it was understood, will be in the form of a debate, followed by recorded yea or nay votes.

The committee action followed promptly a favorable report last Monday (Feb. 1) to the parent group from a special subcommittee headed by Sen. Wayne Morse (D-Ore.). The Morse group held its one-day hearing on the treaties the previous week (BROADCASTING, Feb. 1).

Two southwestern v's authorized by FCC

The FCC granted construction permits for two new television stations, it was announced Thursday (Feb. 4). Cps went to the Electron Corp., Douglas, Ariz., and to Roswell Telecasting Co., Roswell, N.M. Electron is a wholly-owned subsidiary of Ling-Altec Electronics Inc. (James J. Ling, chairman) and will operate on ch. 3 with power of 0.477 kw and antenna height of minus 20-ft. above average terrain. Roswell Telecasting will operate on ch. 8 with power of 0.355 kw and antenna height of 100-ft. Sole owner of the Roswell permit is William Sam Evans, also in real estate.

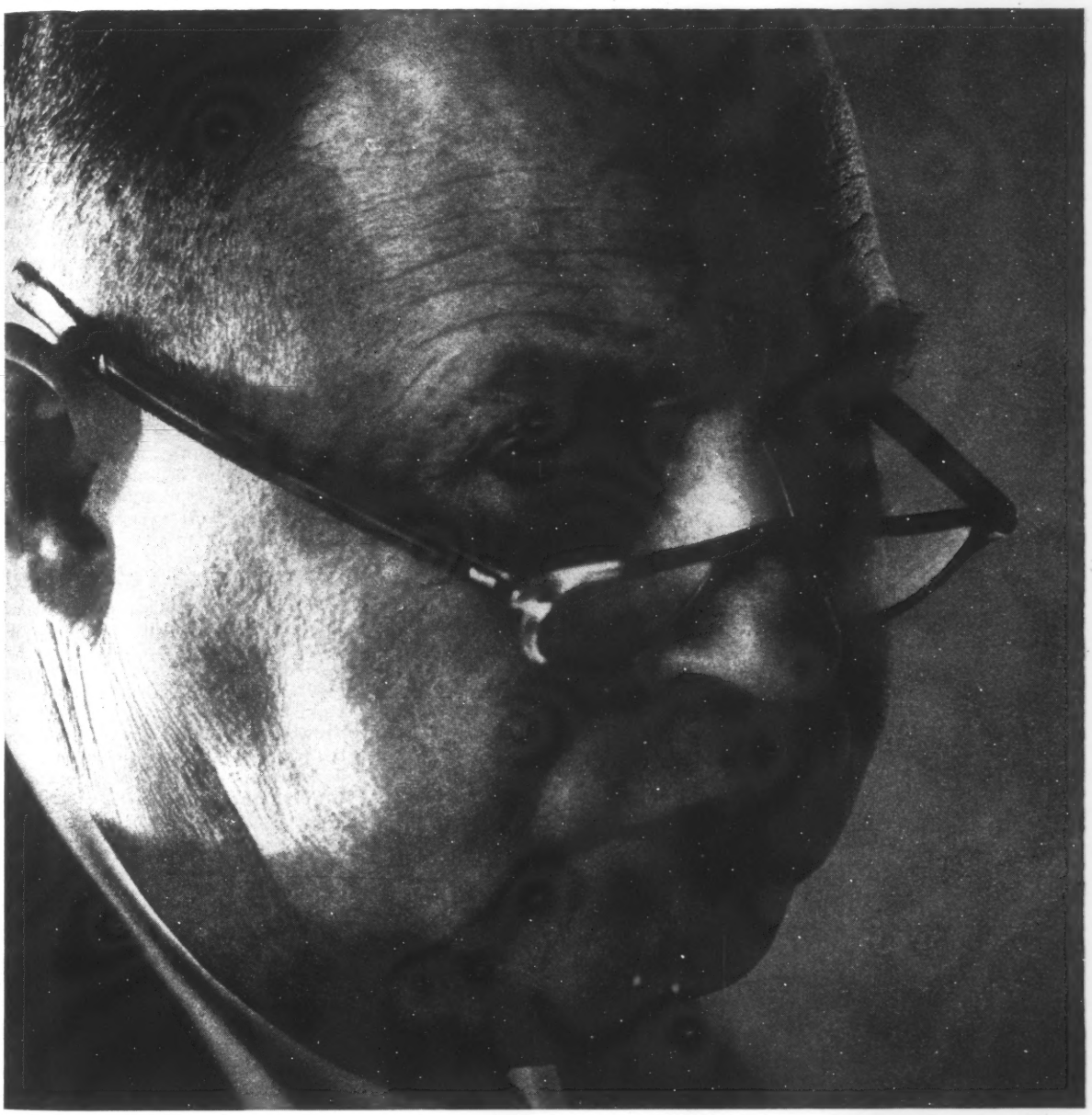
In other Thursday broadcast actions, the FCC granted a cp to KPAC-TV (ch. 4) Port Arthur, Tex., to change its transmitter location from about 16 miles north of Port Arthur to a site about 27 miles northeast of the city and 32 miles northwest of Lake Charles, La. The station also was given permission to change the type of transmitter and antenna, antenna system and increase antenna height from 700-ft. to 990-ft.

Brownwood Television Cable Service Inc., Brownwood, Tex., was granted a new tv translator station on ch. 74 to repeat programs of KRBC-TV (ch. 9) Abilene, Tex.

• Government briefs

Review opposed • The FCC and the Dept. of Justice have filed an opposition to the petition by Aeronautical Radio Inc. and other aviation interests asking the U.S. Supreme Court to review a lower court ruling which upheld the right of the FCC to revise its spectrum allocation authority (BROADCASTING, Jan. 18). The appeals court held last November that Sec. 305 of the Communications Act gives the President prime power over the radio spectrum. It was in response to a White House request that the FCC in 1958 reallocated a number of frequency bands from civilian to government use, among them one for radionavigation.

Grant stayed • The FCC Thursday (Feb. 4) stayed a Dec. 2, 1959, grant to KVOA-TV (ch. 4) and KOLD-TV (ch. 13), both Tucson, Ariz., on protest and petition for reconsideration by KGUN-TV (ch. 9) that city. KVOA-



OK, KLM...WHAT'S SO SPECIAL ABOUT YOUR JET?

All sorts of things. Mainly, the friendly things that happen inside the KLM DC-8. **FRIENDLY?** And then some! Everybody in the KLM family knows just how to make flying fun for you. Unexpected little pleasures pop up all along the way. Real china at dinner. Shaving and vanity kits. Your own personal towels. Many other welcome touches.

IS IT FAST? COMFORTABLE? Well, the KLM DC-8 cruises at close to 600 mph. Inside it's so quiet you can hear a whisper. Vibration-free, too. And seats perfectly custom-contoured.

WHEN CAN I GO? Anytime from April 1st on. Make your reservations to Europe now and — Whoosh! Wow! Go! — on the KLM DC-8! See your travel agent (professionals plan better trips) or KLM Royal Dutch Airlines.

THE WORLD OVER
KLM
ROYAL DUTCH AIRLINES

THE WORLD'S FIRST AIRLINE
DC-8 JET

OFFICES IN: ATLANTA, BEVERLY HILLS, BOSTON, CHICAGO, CINCINNATI, CLEVELAND, DALLAS, DENVER, DETROIT, HOUSTON, INDIANAPOLIS, KANSAS CITY, LOS ANGELES, MIAMI, MILWAUKEE, MINNEAPOLIS, NEW ORLEANS, NEW YORK CITY, PHILADELPHIA, PITTSBURGH, ST. LOUIS, SAN FRANCISCO, SEATTLE, SYRACUSE, WASHINGTON, D. C.

Low-cost operation

A Washington, D.C. applicant for an fm station learned last week that it didn't pay to show the FCC how inexpensively he plans to operate.

Lorenzo W. Milan, president of Paduan Foundation (an educational organization) took the trouble to break down his first year operating expenses for the FCC on his application for 91.1 mc and received a 309 (b) letter for his trouble.

Mr. Milan reported he plans to set aside $1,600 for studio rental and $11,000 for salaries to be paid to six employes. And this, the applicant said, "is entirely accurate."

"I plan to hire three full-time staffers and three part-time, and I myself will receive no salary for three years," Mr. Milan said. "However, the Commission has questioned this. I guess they can't believe people will work for so little. But I'm looking for staffers who are dedicated and care about creative programming."

The Commission, Mr. Milan said, also raised its eyebrows over his proposed programming. "They received a letter complaining that I propose to feature 'the worst type of beatnik broadcasting.' We're going to feature language courses, BBC tapes, and good music. If that's beatnik, we're guilty," he said.

"One more point," Mr. Milan said. "We *have* found a place for our studio that will cost us only $1,600 a year rental. It's the most dismal place in town, but it's cheap."

TV had been granted an application to increase power, change studio location and transmitter site, change type of transmitter and antenna and increase antenna height from 30 ft. to 3,680 ft. KOLD-TV was granted an application to move its transmitter to the same location as KVOA-TV, increase power, install new transmitter, change type of antenna and other equipment and increase antenna height to 3,750 ft.

Denver petition • KIMN Denver, Colo., has filed a petition with the FCC protesting against the opposition of the FCC's Broadcast Bureau for reconsideration in that station's revocation proceedings. In its petition, KIMN said that the bureau "apparently misinterpreted" the station's contention that the Communications Act provides no basis for revoking a respondent's license. KIMN maintains that it made no such contention. What the station claims to have said is that the FCC may revoke a station's license for "willful violation of the Act, or of the Commission's Rules. . . ." The point that is challenged, the respondent said, is "the assertion of power to revoke . . . if a program or series of programs is determined by the Commission after the fact, to be in bad taste or otherwise not desirable."

Providence grant • Radio Rhode Island Inc., applicant for a new am station in Providence, R.I., was awarded an initial decision two weeks ago by FCC Hearing Examiner H. Gifford Irion. A merger agreement between Rhode Island Radio, Golden Gate Corp., and Camden Bcstg. Inc., applicants for similar facilities in Providence, lead to the decision. Under the terms of the agreement, Golden Gate will purchase 41⅔% of Rhode Island stock and Camden, 16⅔%. Bristol County Broadcasting Co., which had applied for facilities in Warren, R.I., is being held in default for failure to prosecute its application. Rhode Island Radio plans to operate on 990 kc, 50 kw-D.

Lamb case reinstated

A half-million dollar lawsuit against Edward Lamb, industrialist and broadcaster (WICU-AM-TV Erie, Pa.) has been reinstated by the U.S. appeals court in Toledo. The suit, by one-time Lamb Washington attorney Russell M. Brown, was dismissed by a lower court last year. Mr. Brown is suing for alleged non-payment of fees for representing Mr. Lamb in the 1954-57 tv station renewal fight before the FCC (BROADCASTING, May 18, 1959).

THE MEDIA

IS TAPE THE SAME AS FILM?

Scenic artists say 'yes,' networks say 'no'

A labor-management dispute regarding the use of video tape has erupted between the three tv networks and United Scenic Artists Local 829 in New York. The union represents scenic designers, scenic artists and costume designers. The group served notice that it considers vtr as coming under motion picture rules, and rates, rather than under its television contract. It demands the issue be submitted to arbitration.

The networks, in a joint petition filed with the New York State Supreme Court last week, disputed this contention and asked the court to stay submission of the issue to arbitration.

The union has a contract with the tv networks which prescribes pay scales for tv work. It has another contract with motion picture producers which has different scales for film. There is no contract with the networks covering film. In the past, when the networks have used film, they have paid at the rate prescribed in the motion picture contract. The union wants those rates to apply to video tape.

The networks' petition to the court says that during negotiations for the current contract, which runs from April 1, 1958, to March 31, 1961, the networks had specifically refused to permit an exception for video tape, and that the union had signed the contract without it. Thus, they contend, the issue is not open to contest during the contract period. The union contends, however, that its counsel, in a letter addressed to the networks at the time of the current contract's signing, specifically reserved the right to debate the vtr question. This letter has no legal bearing on the contract, say the networks.

Under the television contract, scenic artists, for example, are paid $246.10 for a 40-hour week. Under the motion picture contract, they get $256.25 for a 35-hour week. Costume designers receive $183.67 for a 40-hour week under the tv contract, $202.00 for a 35-hour week under the movie contract.

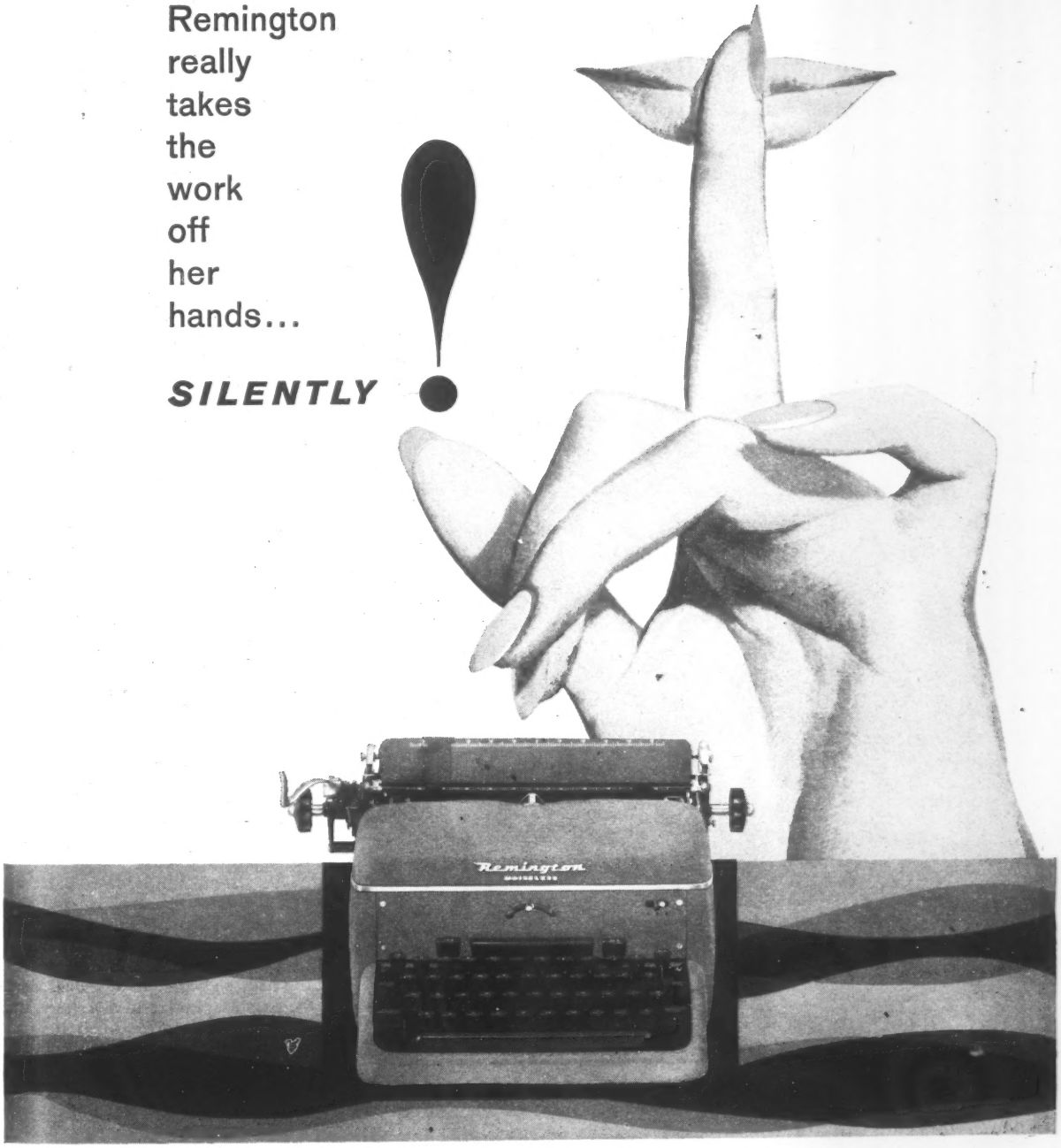
The three networks are represented in this action by Emanuel Dannett of the New York law firm of McGoldrick, Dannett, Horowitz & Golub. The union is represented by Erwin Feldman. The networks' petition is scheduled to be heard Feb. 16.

TelePrompTer catv

TelePrompTer Corp., New York, Thursday (Feb. 4) announced the acquisition of community television systems at Farmington, N.M., and Rawling, Wyo., for cash and TelePrompTer common stock totaling more than $1 million. TelePrompTer expanded into the catv field last November when it purchased a system in Silver City, N.M. Knowledge of the company's plans to purchase additional systems was first learned last month when it issued a prospectus in connection with a stock offering (BROADCASTING, Jan. 25). Approximately 5,000 subscribers are served by the two systems.

Remington really takes the work off her hands...

SILENTLY



Thanks to the exclusive "pressure printing" principle of the REMINGTON NOISELESS, the merest tap of finger tips against the keys assures both beautiful typing and *quiet*. The NOISELESS enables typists to turn out volumes of distinctive work with 85% less noise . . . eliminates the clack and clatter so annoying to the typist and people nearby.

Write for brochure RN8851 to Remington Rand, 315 Park Avenue South, New York 10, N. Y.

REMINGTON NOISELESS® TYPEWRITER!

MANUFACTURERS OF OVER 17,000,000 TYPEWRITERS

Remington Rand Division of Sperry Rand Corporation

MAGNUSON ADDRESSES TVB

Believes tv will handle its own problems

"We who are in government feel you will measure up" to your responsibilities, Sen. Warren G. Magnuson (D-Wash.), chairman of the Senate Interstate & Foreign Commerce Committee, told broadcasters and advertisers attending the Washington showing last Thursday of "The Exponential," the sales promotion presentation of the Television Bureau of Advertising.

Regarding the uncovering of abuses in tv, Sen. Magnuson said there is a "great feeling" in Congress that broadly expanding economy. That carries with the responsibility "that you do so in good taste," he said. Later he observed, "When you intrude into the American home, you must do it in good taste. You must do it honestly. You must not be carried away by a portion of this film which pointed out that if your competitor does something, you have got to do something too."

'Look Twice' • Senator Magnuson attributed some of the abuses in advertising to the pressure of time.

SENATE COMMERCE COMMITTEE'S MAGNUSON
'When you intrude into the American home, you must do it in good taste'

casters themselves "will take care of a lot of these evils." He spoke at the morning showing of the TvB presentation for government and business officials at the Hotel Statler-Hilton. The show was repeated later that day. Also attending were delegates to the Washington mid-winter convention of the Advertising Federation of America, held Friday (story page 38).

Sen. Magnuson took note of the TvB presentation's point that tv must "attract, intrigue and intrude," using the tools of "sight, sound, motion and emotion," to be effective in "manufacturing consumption" necessary for a constant-

"Maybe we should look twice at some of these things we do in advertising," he suggested.

"I am convinced that tv advertising is an important part of our economy," he said. "Television advertising, however, faces a sort of arduous task, a searching task. It is young. The whole medium is young, that is why, I suppose, in the last few months they have taken the youngster out to the woodshed and given him a little spanking. I don't think that will hurt him. I think probably that will make him grow up to be a better person."

Senator Magnuson said tv, and tv advertising as an adjunct, "is in the public domain and therefore the responsibility to the public becomes a real and moving thing with all of you engaged in this industry. It is a little different from the normal type of advertising." He felt the TvB presentation showed that tv's impact "is the greatest the world has ever known and therefore the greater the responsibility to you people."

There is only so much space in the spectrum and only so many hours in the day, he said, which emphasizes the degree of responsibility. "The public domain now is being used by just a few channels. There are other uses that that domain might be put to," he said, commenting on the potentials of educational television.

Advertising Essential • "You are part of the nation's economy," Senator Magnuson said. "Without advertising, I don't think our nation would be the great power in the world it is today."

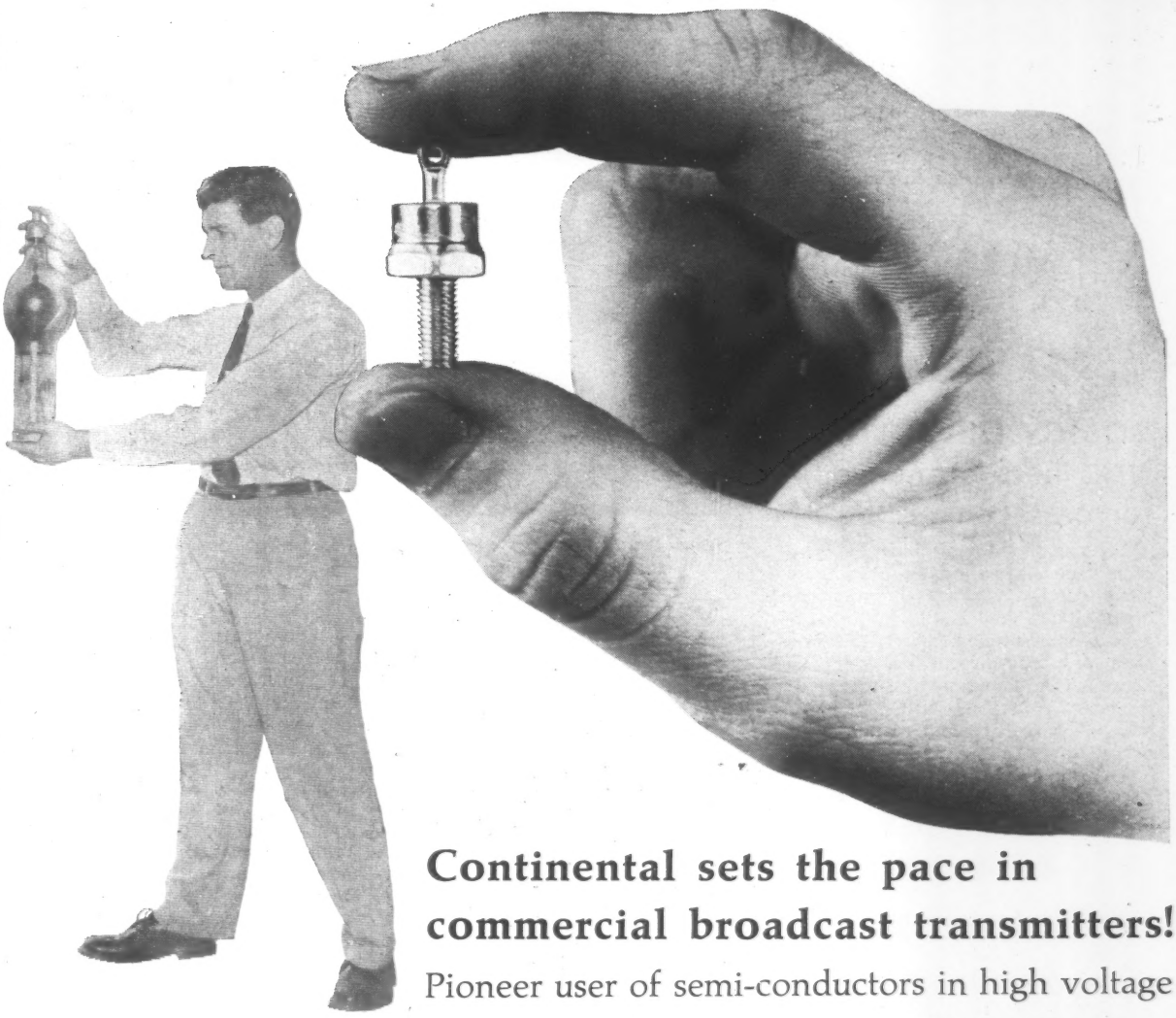
The TvB showing was narrated by TvB President Norman E. (Pete) Cash and Vice President-General Manager George G. Huntington. They were introduced by Board Chairman Otto P. Brandt, vice president, broadcast division, King Broadcasting Co., and station manager of KING-TV Seattle.

Judge rules newscasts did not prejudice jury

Some 30 Minneapolis-St. Paul newsmen, including 23 broadcasters, were hailed into district federal court there Feb. 1 in connection with the trial of an alleged white slaver.

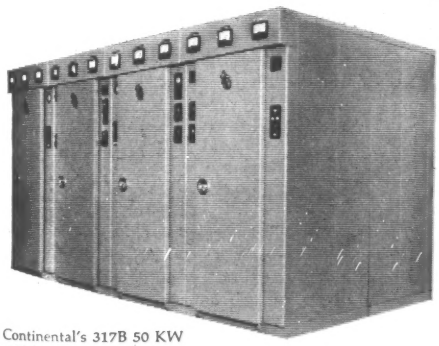
The defendant, Isadore Blumenfeld, alias Kid Cann, had requested a change of *venue*, charging that the broadcasters and newspapermen of the area had prejudiced the local citizens against him and had "slandered and libeled" him for the past six years in news reports. Judge Gunnar H. Nordbye ruled that newsmen could not be forced to reveal their sources in testimony, but the defense subpoenaed all news scripts, tapes, electrical transcriptions, etc. of newscasts dealing with Mr. Blumenfeld. Newscasters and reporters were not called to testify.

Larry Haeg, general manager of WCCO, testified that the only material his station had retained was news scripts, as required by the FCC. He said a girl had been working a week fulltime to compile the material for the trial. F. Van Konynenburg, vice president and general manager of WCCO-TV, submitted scripts of newscasts and film clips. Paul R. Hoffman, vice president and general manager of WTCN-AM-TV, told the court that, although they had news scripts the subpoena of such material was "burdensome and unrea-



Continental sets the pace in commercial broadcast transmitters!

Pioneer user of semi-conductors in high voltage power supplies, Continental Electronics now builds the only 50 KW commercial transmitter using silicon rectifiers as standard equipment.



Continental's 317B 50 KW AM broadcast transmitter

A handful of silicon rectifiers replaces a giant-sized vacuum tube. This reduces space requirements inside the transmitter . . . permits additional improvements in other components. Sound . . . simple . . . compact . . . Continental Electronics 50 KW transmitters are providing increased reliability to several major stations in the United States.

Continental Electronics Co.

MANUFACTURING COMPANY

4212 South Buckner Boulevard Dallas 27, Texas EVergreen 1-1135

SUBSIDIARY OF LING-ALTEC ELECTRONICS, INC.

designers and builders of the world's most powerful radio transmitters

sonable." Judge Nordbye ruled that it would not be necessary for WTCN to produce its complete files. He asked the counsel for the defense if the attorney had offered to pay the station for the cost of producing such records. He had not.

On Wednesday, Feb. 3, Judge Nordbye ruled that the news stories broadcast and in the papers were not prejudicial to the defendant and denied the request to change the trial site from Minneapolis to Chicago. He said, "If you can't find 12 jurors among the million-and-a-half people in the Twin Cities area, we'll go to the four corners of the state to find them."

POLICY DIRECTIVE
NBC sets standards for children's shows

Television's responsibilities to children were stressed in an NBC statement sent last week to all production organizations contributing to the network's programming. This latest in a series of policy directives affecting the network's programming also was issued by James A. Stabile, NBC vice president in charge of standards and practices.

The statement and a letter signed by Mr. Stabile were accompanied by copies of the NBC radio and television broadcast standards and the Television Code of the NAB. Recipients were network program executives, producers, directors and unit managers, as well as outside executive producers, and directors.

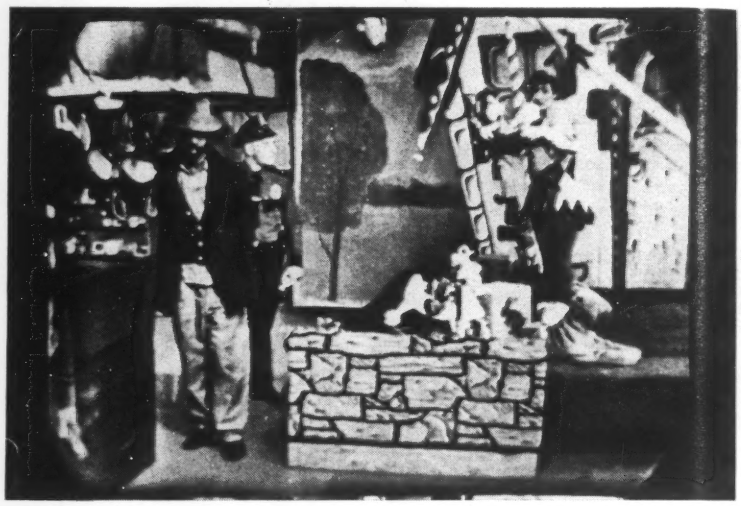
"Television has the special responsibility of reflecting the realities of the world at large in a way that is beneficial to young viewers," Mr. Stabile said, emphasizing the need for care in the proper treatment of sex and violence in programs reaching a family audience.

Sensational Aspects Out • According to the statement, "producers must use great care in determining the degree and intent of conflict—not only in the actual content of a program but in the 'teaser' and 'trailer' highlights that are seen out of context . . . anything that approaches the sensational is unacceptable."

Specifically, the statement points out that showing an actor firing bullets into a victim already dead is "entirely superfluous, not to say morbid." Also, a fist fight that extends into a prolonged beating and close-ups of the facial injury inflicted are beyond the needs of establishing conflict and border on the sadistic. "Such extremes of violence will not be used on NBC programs for children," it was declared.

In treating the relationship between the sexes, the statement added, there is reasonable acceptance of the portrayal of "affection between man and woman—this need to touch one another and, in so doing, to demonstrate love." The leer, the brutal set of the jaw, and the intent to possess as the symbol of power and domination, have no place in programs for a family audience, the statement ruled.

Asking for full cognizance of these standards on the part of all persons engaged in the creation of NBC programs, Mr. Stabile said in his letter "I seek your personal attention to a responsible implementation and maintenance of both the spirit and the letter of these standards."



Special guest star • A children's show on KING-TV Seattle took on a bizarre *Dragnet* aspect when a burglary suspect broke into the building adjacent to the studio. Seattle police, alerted by a passerby's call, swarmed into the studio where *Wunda Wunda* was being taped. Al Smith, the director, interrupted the show and trained lights and cameras on the fire door where the police entered the other building. The show was underway again 15 minutes later when police marched the handcuffed man across the set, to the surprise of the performers, but not of KING-TV cameramen who taped the entire sequence. Then the entire police capture episode was telecast by the Seattle tv station.

Consultant expands

Broadcast Services, Lewisburg, Pa., standard am station planning and management consultant service, has expanded to include three new phases of operation, according to Vice President Richard A. Nelson.

The new services are complete tv station planning, am and tv program production and formation of a tape network for small am stations. A film network for small tv outlets is also being planned. The tv station planning service, for both uhf and vhf stations, provides pre-opening sales promotions and stresses availability of uhf converters, antennas, etc., to provide those stations with sufficient viewers. The majority of the fee is payable after the station begins telecasting. The program department will provide complete packages, adaptable to the station's area. For further information, write P.O. Box 227, Lewisburg, Pa.

Youth fitness drive

NAB President Harold E. Fellows and some 80 others in radio-tv have promised support of the President's Council on Youth Fitness. At a Feb. 1 New York meeting, the group was asked to help promote National Youth Fitness Week the first of May.

Mr. Fellows appeared on a panel with Don Tatum, vice president in charge of Walt Disney Tv Productions, and writer-producer Robert Alan Aurthur of the NBC-TV *Sunday Showcase*. Broadcasters were asked to support the slogan, "Fitness can keep U.S. strong."

Keeping close tabs

Balaban Stations (WIL St. Louis, WRIT Milwaukee and KBOX Dallas) have instituted what they refer to as a "plan of program and commercial control." The plan includes monitoring all three stations to detect any deviations from management-prescribed practices and extraneous comments by air personnel. A researcher is employed by each station to monitor programming from a location away from the station

and, in effect, to log everything broadcast.

Reports are made directly to the director of operations or the assistant to the vice president. Balaban Stations feel this will help to ensure adherence to the NAB code, FCC and station policy and commercial controls established by the stations, advertising agencies and the FTC. In addition the plan serves as a check against possible payola by making sure that every record played is listed according to the musical programming plan.

Hurleigh questions newspaper fairness

Will newspapers provide the same amount of space to their own derelictions as they have given to broadcasters' problems?

This question was posed by Robert F. Hurleigh, MBS president, in a talk before the Minneapolis Sales Executives Club last Thursday (Feb. 4). He pointed out that the FTC has served notice that it will "pick on newspaper ads, too." Mr. Hurleigh acknowledged that most of the complaints to date have cited tv commercials. He said "The newsprint media men are having a field day."

He insisted that substitutions made in commercials—shaving cream for whipped cream, for instance—were not intended to deceive viewers but were necessary because of certain conditions. In this instance, he said, whipped cream would not stand up under hot klieg lights. He claimed that there are needs for substitutions in the entire advertising field, and added:

"Yet when it's done by advertisers in the broadcast field—no matter how well intentioned they may be—you hear the rising roar—'phony'! Use the same technique for color transparencies for slick magazine ads—and everybody says 'beautiful, isn't it?' "

• Media reports

Scholarships • WSOC-TV Charlotte has announced it will award two scholarships, valued at approximately $100, to high school students for the 10th annual North Carolina High-School Radio-tv Institute. Any student who is a resident of the state and has completed the 11th or 12th grade is eligible to receive the awards, which will pay registration, tuition, medical and board fees for the two-week session June 12-26. Competition for the scholarships will be conducted on WSOC-TV's *Kilgo's Kanteen* show with an essay contest (on a subject related to broadcasting) beginning in March.

Lots of spots • Broadcast Time Sales,

Small budget or big one... FRESH AIR gives you *more* for your money. *More* impact, *more* coverage with each broadcast second! This distinctive, new KBIG programming adds greater prominence to your sales message... gets the *attention and respect* of a convincible, higher-income audience in 234 Southern California markets. Yet, you can buy *17 "minutes"* of FRESH AIR for *less* than the average cost of *10* on the other big-signal regional stations. Your KBIG or Weed Rep has proof!

Different programming, different audience... KBIQ (FM) is a valuable combination buy with KBIG—at a special combination rate.

KBIG Radio Catalina... 740kc/10,000 watts

JOHN POOLE BROADCASTING COMPANY, INC.,
6540 Sunset Blvd., Los Angeles 28, Calif. • HOllywood 3-3205

National Representative: Weed Radio Corporation

YOU
KCAN'T
KCOVER
TEXAS
without
KCEN-TV

RUNAWAY!

precisely what we do with ratings. In most time slots the greatest share of Central Texas listeners.

NBC
CHANNEL
KCEN-TV
TEMPLE WACO

BLAIR TELEVISION ASSOCIATES
National Representatives

New York station representative, reports a 51% billing increase for 1959. Carl L. Schuele, BTS president, points out that the comparison is based only on stations represented both in 1958 and '59. Samples in the representative's national success file; WEAM Arlington, Va., 53% above 1958; WVNJ Newark-New York, up 61%; WDOK Cleveland, also up 61%, and the Thoms North Carolina Group, up 63%.

Back in fold • KSUB Cedar City, Utah, has rejoined CBS Radio after leaving the network a year ago. The 1 kw outlet (590 kc) was an NBC affiliate in the interim.

U. of Pa. offer • The U. of Pennsylvania's Annenberg School of Communications is offering to experienced professionals in the broadcast, print or film media a number of industrial fellowships of up to $6,500 for a year of study. These resident fellows may pursue an individualized M.A. program with work in other disciplines at the university or may present a project for the approval and supervision of the Annenberg faculty.

Radio interns • Leo A. Jylha, station manager of WBCM Bay City, Mich., has announced the inauguration of an internship program by and for high school students. Over 20 students will participate in the program and will engage in all facets of station operation. The program is part of a high school radio course.

Powerful plans • WJPB-TV Fairmont-Weston-Clarksburg, W.Va., which claims it will be one of the most powerful stations in the country and the biggest in the state, has set April 1 as broadcast date. The ch. 5 station, which will operate with 100 kw, has invested some $250,000 in new equipment from General Electric, including complete color facilities, according to Earl Platt, general sales manager of GE's electronics division. A 500-foot tower will be constructed on a 1,700-foot mountain at Jane Lew, W.Va.

Anniversary marked • Station employes and their families, executives of the Forward Group of outlets and account executives of Branham Co. were on hand to help KGLO-AM-FM Mason City, Iowa, mark its 23rd operational milestone there Jan. 16-17. Six Branham account executives from New York, Chicago and Minneapolis joined 70 employes and their wives or husbands, plus representatives of other Forward stations to help celebrate the anniversary.

WKYN signs on • A new station featuring all-English language programming is on the air in San Juan P.R. WKYN operates on 630 kc with 1 kw-D. Julio Morales is president. Address: P.O. Box 816, San Juan (Rio Piedras), P.R. Phone: 6-4248.

New and reunited • ABC Radio has announced five new affiliations, including two stations which rejoined the network. New affiliates are WWIZ Lorain, Ohio; KDXE North Little Rock, Ark. and WICO Salisbury, Md. Returning to the fold are WALB Albany and WRLD West Point, both Georgia. Earl Mullin, manger of ABC Radio station relations, announced also that WPAW Providence-Pawtucket, formerly on daytime only basis, has begun fulltime operation with 1 kw-D and 500 w-N.

Pittsburgh goodwill • WQED (TV) Pittsburgh etv station, has received a gift of $1,000 towards its tape fund in the name of KDKA-TV, that city, and the use of eight feature films, free through courtesy of WTAE (TV) there. The Junior League of Pittsburgh donated the cash as thanks to KDKA-TV for telecasting its annual charity ball. The tape fund, which now has $15,000, will be used to preserve WQED's seventh and eighth grade science series for use by additional classrooms. The films donated by WTAE are J. Arthur Rank productions under contract to that station. The educational outlet intends to showcase them on its *Famous Features* series with commentary by a Carnegie Tech professor.

Music station • WFLM (FM) Fort Lauderdale, Fla. signed on the air Jan. 30 with a music format. The station has conducted a survey that reveals 30% fm set penetration in its county, composed of the top-income bracket in the county. The new station operates on 105.9 mc; its studio and transmitter are located at 305 South Andrews Ave. Harold Heminger, who has interests in WFIN Findlay, Ohio and WCSI Columbus, Ind., is owner.

The people speak • KIMA-TV Yakima, Wash., in an effort to establish better programs and policies, is starting a 200-member television advisory council to be composed of local viewers, according to Thomas C. Bostic, vp and general manager of KIMA-TV and mayor of Yakima. He said the station will depend upon the council's opinion "frequently and heavily." Local citizens representing a wide variety of occupations will be invited to serve on the council.

Home-and-away • All 1960 baseball games of the Louisville Colonels (American Assoc.) will be broadcast by WAVE Louisville for the fourth consecutive year. Home games will be aired live. Away games will be recreated.

NAB board to meet in D.C.

NAB will appraise the impact of its new concept of FCC program control at a delayed board meeting to be held March 9-11 at the Statler-Hilton Hotel, Washington. Preceding the meeting will be two days of board committee sessions.

The association submitted its new version of government regulation Jan. 26 at the FCC hearing on the whole matter of Commission powers (BROADCASTING, Feb. 1). At this hearing Commission members and counsel sharply questioned two NAB witnesses—President Harold E. Fellows and Whitney North Seymour, noted constitutional lawyer.

Originally the board had planned to meet Jan. 27-29 at Palm Springs, Calif. The date was deferred because of the FCC appearance. The site was changed because the focused heat of government and legislative groups has confronted the broadcasting industry with its toughest Washington crisis in many years. The board held an emergency meeting last Dec. 4 to consider this crisis. Teeth were added to the Tv Code in line with quiz-rigging and payola problems.

Routine budget and operating problems face the committees and board along with the matter of coping with scandal charges that confront the industry.

The Tv Board will meet March 9; Radio Board, March 10; Combined Boards, March 11.

Etv success • WENH (TV) Durham, N.H., etv station, has conducted a survey of teachers in the 92 schools in that state which carry its third-grade science program. More than 90% of the teachers felt that the material was of a high calibre and ranged student interest from good to excellent. Two-thirds of the teachers were using tv in the classroom for the first time. More than 130 New Hampshire schools are now using WENH in-school programs.

Fm owners study • WLDM (FM) Detroit, has sponsored and produced "Fm Ownership Study," a survey of its market. The survey, by Independent Research Measurements of East Lansing, Mich., shows that 41.4% of the area's householders say they can receive fm. The study includes facts on automobile ownership among fm households and the size of fm households as compared with non-fm, etc.

New etv workshop • Aided by a gift of equipment and technical assistance from CBS Labs, the Stamford (Conn.) Board of Education has opened an educational tv workshop in that city. The installation, in one of the public school buildings, consists of a modern studio and control room fully equipped with closed circuit tv cameras and auxiliary equipment. Workshop will be used by the 19 schools of the Stamford school system.

MBS' news awards • Mutual plans to provide recognition to affiliated stations which supply on-the-scene news items to the network under its "Operation Newsbeat" system. The network will present trophies and prizes each month to the first-prize winner and two runners-up, with awards going to newsmen and stations.

WAQE-FM signs on • WAQE-FM Baltimore started its broadcast life Saturday (Feb. 6) at 6 p.m. with a dedication hour. The station will simulcast WAQE programs from sign-on until 6 p.m. During the evening hours, the station will program separately. The program scheduled reports a number of programs Monday through Friday nights but in different time slots.

RAB survey • Radio Advertising Bureau is conducting a survey among stations to determine the percentage of local radio advertising for each quarter of 1960 and to document the relative importance of each local advertising category to radio. A similar study in 1959 showed that an estimated $393.9 million was invested in local radio. Leading categories were new and used car dealers, supermarkets, department stores, furniture stores and appliance dealers.

• Rep appointments

• WGAT Gate City, Va.-Kingspot, Tenn.: Gene Bolles Co., N.Y.

• KSBW-TV Salinas and KSBY-TV San Luis Obispo, both California, to Elisabeth M. Beckjorden, N.Y., as network and personal representative.

• WKAT Miami, Fla.: Gill-Perna Inc. as national representative.

• KUSN St. Joseph, Mo.: Venard, Rintoul & McConnell, N.Y.

• WRSA Saratoga Springs, N.Y.; WTTL Madisonville, Ky.; WCGO Chicago; WSUZ Palatka, Fla.; WTYS Marianna, Fla.; WISP Kinston, N.C.; KDBS Alexandria, La.: Hal Walton Assoc., N.Y.

$100 WEEKLY BUDGET?

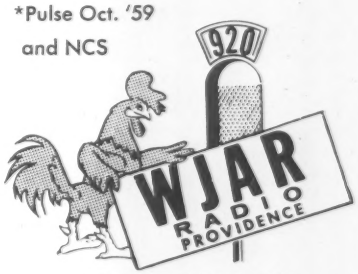
On *WJAR*, you'll get 147,777 home impressions on a 6 to 9 a.m. schedule, 158,730 on a 9 a.m. to 4 p.m. schedule, or 164,190 on a 4 to 7 p.m. schedule, with a higher proportion of *adult* buyers, and the *lowest* cost per thousand impressions on *any* Providence station.*

$200 WEEKLY BUDGET?

On *WJAR*, you'll get 394,072 home impressions on a 6 a.m. to 9 a.m. schedule, 423,280 on a 9 a.m. to 4 p.m. schedule, or 437,840 on a 4 p.m. to 7 p.m. schedule. WANT *RESULTS*? BUY *ADULTS* at the lowest cost per thousand in the market.*

"QUALITY IS WELCOME EVERYWHERE"

*Pulse Oct. '59 and NCS



Sister station of WJAR - TV

Represented by

Edward Petry & Co., Inc.

The Original Station Representative

Herbert, Judis, Biow, Mogul buy 2 stations

Ira Herbert and Bernice Judis, one-time operating chiefs of WNEW New York whose program innovations a decade ago gave them national prominence, are back in broadcasting.

The Herberts (Miss Judis is Mrs. Herbert) and their associates have bought WYDE Birmingham, Ala., and WAKE Atlanta, Ga., from the Bartell Broadcasting Corp. for $1,025,000.

Associated with the Herberts are Milton Biow, board chairman of the Biow Co. (advertising agency) at the time of its dissolution in 1956, and Emil Mogul, chairman of Mogul, Williams & Saylor advertising agency.

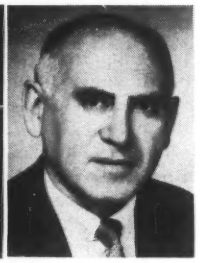
Mr. Herbert will be the principal stockholder in the buying group. The purchase is subject to FCC approval.

The Herberts for many years ran WNEW, considered one of the nation's leading and most successful radio stations. Under the Herbert-Judis management it pioneered in the music-news format which in recent years has become a standard format for radio stations. The Herberts sold their 20% in WNEW when the station was taken over by Richard D. Buckley and associates in 1954. The purchase of WYDE and WAKE marks their return to broadcasting after six year absence.

MISS JUDIS

MR. HERBERT

MR. BIOW



MR. MOGUL

The Bartells bought WYDE in 1957, paying $335,000 for the 10 kw day, 1 kw night facility (on 850 kc), and WAKE in 1955, paying $100,000 for the 250 w outlet (on 1340 kc). Both stations are independent.

Edwin Tornberg & Co. was the broker in the transaction.

FLORIDA — ***$300,000***

Powerful daytimer in Florida's fastest growing market. Currently profitable with tremendous potential. $80,000 cash required.

CALIFORNIA — ***$275,000***

Fulltimer in fastest growing area in the U.S. One of the top fifty market areas. Has highest ratings. Valuable land and assets. $165,000 cash will handle.

NEW ENGLAND — ***$140,000***

An all-cash buyer can get this powerful major market top-fifty daytime facility with fulltime possibility. Well-rated and good assets.

MIDWEST — ***$135,000***

Fulltimer in good three-station radio market. Owner-operator will do well here. $35,000 cash will handle.

NEGOTIATIONS • FINANCING • APPRAISALS

Blackburn & Company

Incorporated

RADIO - TV - NEWSPAPER BROKERS

WASHINGTON, D. C.
James W. Blackburn
Jack V. Harvey
Joseph M. Sitrick
Washington Building
STerling 3-4341

MIDWEST
H. W. Cassill
William B. Ryan
333 N. Michigan Ave.
Chicago, Illinois
Financial 6-6460

ATLANTA
Clifford B. Marshall
Stanley Whitaker
Robert M. Baird
Healey Building
JAckson 5-1576

WEST COAST
Colin M. Selph
Calif. Bank Bldg.
9441 Wilshire Blvd.
Beverly Hills, Calif.
CRestview 4-2770

Changing hands

ANNOUNCED • *The following sales of station interests were announced last week, subject to FCC approval:*

• KSLA-TV Shreveport, La.: Sold by Shreveport Television Co. to KSLA-TV Inc. for $3,350,000. New owners will include *Shreveport Journal* (Douglas A. Attaway, president - publisher), 55%; Mrs. Eugenie Booth George, 10%; Mrs. Dolores Martillie George LaVigne, 10%, and the remaining 25% distributed among local stockholders including Winston B. Linam who will remain as station manager. The station is now owned 43% by the estate of the late Don George, with Ben Beckham Jr., 25%; Henry E. Linam, 25% and W. C. Henderson, 7%. KSLA-TV began operating Jan. 1, 1954 under interim ownership of three applicants preceding a comparative hearing for the channel. The ch. 12 outlet is affiliated with CBS. Transaction was handled by Blackburn & Co.

• WYDE Birmingham, Ala., and WAKE Atlanta, Ga.: Sold by Bartell Broadcasting Corp. to group headed by Ira Herbert and including Bernice Judis (Mrs. Herbert), Milton Biow and Emil Mogul, for $1,025,000. (See adjacent story, covering sale).

• KULA Honolulu, Hawaii: Sold by Jack Burnett to Stuart Investment Co. for $500,000. Stuart owns KFOR Lincoln and KRGI Grand Island, both Neb.; KMNS Sioux City, Iowa, and KSAL Salina, Kan. Mr. Burnett bought KULA in 1958 for $200,000. Station is 10 kw on 690 kc. Brokers were Lincoln Dellar & Co. and R. C. Crisler & Co.

• WKAZ-AM-FM Charleston, W.Va.: Sold by Kanawha Valley Broadcasting Co. to Hartley L. Samuels for $360,000. Mr. Samuels, former NBC and CBS executive and one-time general manager of WABC New York, owns WDLB Marshfield and WWIS Black River, both Wis. He recently sold KODY North Platte, Neb. WKAZ, which has interlocking ownership with WSAZ-AM-TV Huntington, W.Va., (*Huntington Herald-Dispatch* and *Advertiser*), will retain its quarters with WSAZ in Charleston and will continue to be sold in conjunction with WSAZ through The Katz Agency. It was bought by its present owners in 1957 for $150,000, at which time Kanawha disposed of its WGKV Charleston for $90,000. Station operates on 950 kc with 5 kw day and 1 kw night. Broker was Blackburn & Co.

• WGTC Greenville, N.C.: Sold by Greenville Radio Co. (H. W. Anderson, president) to Mr. and Mrs. A. W. Lewin

for $140,000. Mr. Lewin is former chairman of Mogul, Lewin, Williams & Saylor, New York advertising agency. Mrs. Lewin, known professionally as Ruby Graham, is former McCann-Erickson executive and is presently fashion editor, *Philadelphia Inquirer*. J. T. Snowdon Jr., present commercial and sales manager, is slated to be named general manager after FCC approval of transfer. Broker was Edwin Tornberg & Co. WGTC is 5 kw daytimer on 1590 kc.

• WRDW-TV Augusta, Ga.: Sold by Southeastern Newspapers to Friendly Group (Jack N. Berkman, president) for over $1.5 million.

The Friendly stations are WSTV-AM-FM-TV Steubenville, Ohio; WPIT Pittsburgh, Pa.; KODE-AM-FM-TV Joplin, Mo.; WBOY-AM-TV Clarksburg and WPAR and WAAM (FM) Parkersburg, both West Virginia; KMLB-AM-FM Monroe, La.; WSOL Tampa, Fla.; WHTO-TV Atlantic City, N.J., and 30% of WRGP (TV) Chattanooga, Tenn. Southeastern Newspapers bought the ch. 12, CBS-affiliated station in 1956 for $1 million.

APPROVED • *The following transfer of station interests was among those approved by the FCC last week (for other Commission activities see* FOR THE RECORD, *pdge 96.)*

• WGRD Grand Rapids and WTRU Muskegon, both Mich.: Sold by Music Broadcasting Co. (Paul F. Eichorn, president) to William H. Rich and Alastair B. Martin for $500,000. Messrs. Rich and Martin own WPIC-AM-FM Sharon and WMGW-AM-FM Butler, both Pennsylvania.

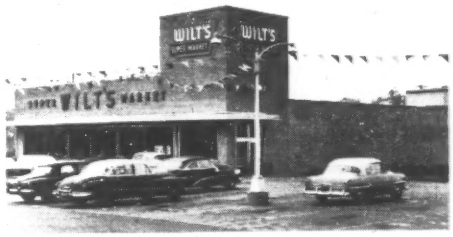
WGAY: new call, format

WGAY Silver Spring, Md. (Washington suburb) has changed call letters to WQMR and has switched to a "quality music" format, according to Connie B. Gay, president and board chairman. His announcement states that "no record titles or artist's names will be announced; no loud or offensive commercials will be aired; no questionable sponsors will be accepted" and that "all extraneous talk will be eliminated—except the minimum required by the FCC." Special reports for government employes, a feature of WGAY for several months, will be retained by WQMR, Mr. Gay said. A daytimer on 1050 kc, WQMR has been equipped with a high-fidelity sound component called "Concert Hall Sound."

Meanwhile, companion fm station WSHO (FM), which airs country and western music, has changed its call to WGAY (FM).

WSBT-TV ...SOUTH BEND, INDIANA'S DOMINANT STATION

The Giant Store—35 self-service depts. in 60,000 sq. ft. of shopping space.



W. W. Wilt Corp., area super-market operators, recently opened 3 stores in South Bend market.

The South Bend Shoppers Fair—newest of 15 such department stores in the mid-west.

South Bend... Indiana's New Capital* City is covered by WSBT-TV

Investment Capital That Is.

South Bend, Indiana is in the midst of a vigorous growth cycle. Rising per household incomes (15th nationally) have attracted new capital investment for the construction and operation of supermarkets, department stores and shopping centers. Industry, too, continues to come into South Bend, thereby adding more stability to this industrially diversified market area.

There's no doubt about it—South Bend families have money to spend. Last year, for instance, nearly $70 million was spent for food in South Bend's Metro Area alone!

One of the best ways to stay competitive and to support your sales program in the 14-county South Bend market, is to use its dominant station . . . WSBT-TV. With a full schedule of CBS shows and popular local programs, WSBT-TV averages 47.8% share of sets in use, sign-on to sign-off! This is real impact—the kind that leads or supports a good sales program. You can get all the facts about WSBT-TV, its programs and its market from your Raymer man or this station.

***CAPITALIZE ON WSBT-TV'S POPULAR LOCAL SHOWS: A few availabilities remain on "Homemakers Time With Hazel Burnett" (9:00-9:30 A.M. daily), one of the nation's leading shows for housewives.**

WSBT-TV ONE OF CBS' HIGHEST-RATED STATIONS

South Bend, Indiana • Channel 22

Ask Paul H. Raymer • National Representative

WPIX (TV) film editor cuts editing time 50%

A 50% saving in the time it takes to ready a half-hour film show for broadcast has been achieved by WPIX (TV) New York. A battery of five new film editing machines (dubbed 'Pixieolas') prepare some 85 shows each week. Developed by William Cooper, WPIX film manager, in cooperation with the Camera Equipment Corp., New York, the station's first Pixieola for 35mm prints was planned to enable an operator to inspect, edit, insert commercials, view for scratches, framing, sound sync, measure footage and take up on a projection reel—all in one operation. Since the experimental model was completed several months ago WPIX has added three more units for 35mm film and one to edit 16mm film shows.

While a number of other local tv stations have expressed interest in the editing machines, Camera Equipment Corp. confirmed last week that one has already been installed at WNTA-TV; one will be completed this week at WRCA-TV, and one is nearing completion at WABC-TV.

Because of its unusually heavy volume of syndicated half-hour programs in 35mm, Mr. Cooper said, WPIX was in need of a fully automatic machine that could take care of all steps of pre-broadcast inspection and film preparation in one unit. Pixieola's replacement of conventional projection room and footage counter techniques has reduced the time from a possible four hours to about two hours for a half-hour show, Mr. Cooper said. The cost for each unit installed after the experimental machine was finished came to about $1,750, which is only half the cost of the standard movieola editing machine previously used, he said. The Pixieola also can take up to 4,000 feet of film, double that of a movieola unit.

Tube sales rising

Color television picture tubes will be an increasingly significant part of a generally bullish tube market this year, RCA's Douglas Y. Smith, vice president and general manager of the electron tube division, is confident. For the U.S. tube business he sees a $900 million year.

Mr. Smith pins his hopes on the 1959 receiver record, and current sales, which are running 30% ahead of last year. He voiced his optimism on an inspection of the RCA plant in Lancaster, Pa., one stop on a tour of RCA installations around the country.

Loeb, Wrather buy control of Jerrold

Two leading broadcast figures have bought controlling interest in Jerrold Electronics Corp., Philadelphia, a major manufacturer of community antenna system equipment and the owner and operator of nine community antenna television companies.

John L. Loeb, senior partner of Carl M. Loeb, Rhoades & Co., New York investment firm, has bought 322,000 shares of common stock from Milton J. Shapp, president of Jerrold, and his wife.

Jack D. Wrather, president of the Wrather Organization, has taken options to buy 222,000 shares of Jerrold, also from Mr. and Mrs. Shapp.

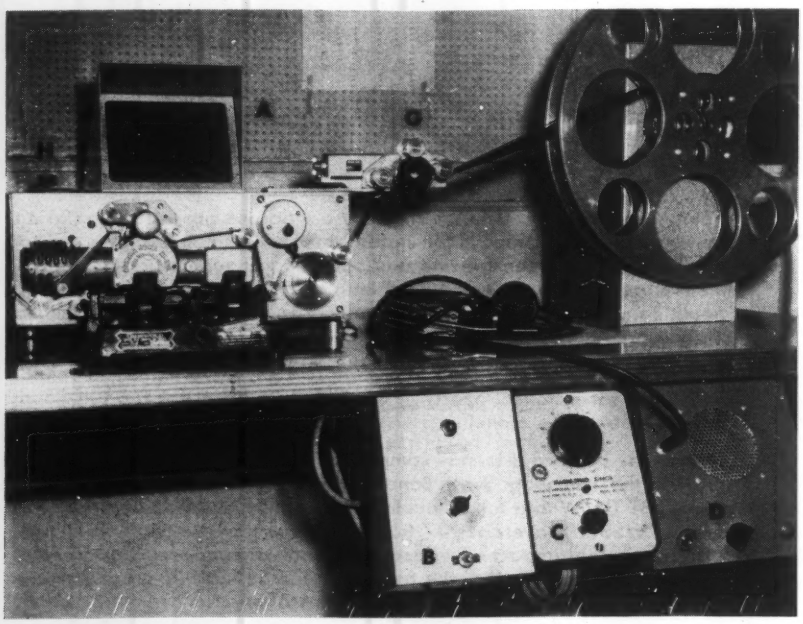
The Shapps jointly own 644,025 shares.

Jerrold has 1,269,500 shares of common stock outstanding. It is traded over-the-counter and was quoted as $7 bid and $7.50 asked last week.

Mr. Loeb is paying $6.50 per share for his 322,000 shares; Mr. Wrather will pay $9.50 for his 222,000.

The announcement of the acquisitions was made by Mr. Shapp last week. He stated that he will remain as president of the firm he founded 12 years ago, and that no changes in management or personnel are contemplated.

The Loeb interests include personal minority stockholdings in WFTL Fort Lauderdale, Fla., and in WBFM (FM) New York, the latter through Muzak Corp. in which Mr. Loeb has an interest in association with Mr. Wrather. Carl M. Loeb, Rhoades & Co., holds interests mostly for clients in the Boston Herald-Traveller Co. (WHDH-AM-FM-TV Boston), Crowell-Collier Publishing Co. (KFWB Los Angeles, KEWB San Francisco, and KDWB St. Paul, Minn.); Loew's Inc. (WMGM New York); Townsend Corp. of America (KNOK Fort Worth and WKDA Nashville); Metropolitan Broadcasting Corp. (WNEW - AM - FM - TV New York, WTTG [TV] Washington, WIP-AM-FM Philadelphia, KOVR [TV] Stockton, Calif., WTVP [TV] Peoria, Ill. and pur-



Closeup of the Pixieola • The eight principal components:

A—Completely modified Ceco action viewer, core of unit.

B—Master control and control for two opposing torque motors for feedup and rewind reels.

C—Directional and speed controls, designed by Magnetic Amplifiers Inc. The rheostat varies the speed of the film from stop position to 100 frames per second in either direction.

D—External amplifier for easy servicing of the tubes of the sound reader. Phono jack enables whole battery of "Pixieolas" to operate simultaneously and silently.

E—On-off switch for torque motor, enabling each reel to be handled independently.

F—Torque tension control, enabling easy switch from small to large reel.

G—Modified footage counter.

H—Dimmer switch for light source.

chase of WTVP [TV] Decatur, Ill. pending FCC approval).

Mr. Wrather in addition to his Muzak holdings is a principal stockholder of Transcontinent Television Corp., which owns WGR-AM-TV Buffalo, WROC-TV Rochester, both New York; KFMB-AM-FM-TV San Diego, KERO-TV Bakersfield, both California, and 60% of WNEP-TV Scranton-Wilkes-Barre, Pennsylvania. The Jack Wrather Organization also owns radio and tv programs, *The Lone Ranger, Lassie* and *Sergeant Preston of the Yukon*, as well as interests in the oil and gas industries.

Jerrold specializes in the design, manufacture and installation of tv distribution systems. It reported net sales and service revenues as of Feb. 28, 1959 at $7,658,371 and net income after taxes of $397,656 (36¢ per share). The company's total assets for the same period were listed at $5.8 million.

The company owns and operates cable companies in Ukiah, Calif.; Ventnor, N.J.; Flagstaff, Ariz.; Pocatello, Idaho; Dubuque, Iowa; Wenatchee, Richland, Walla Walla, all Washington, and Muscle Shoals, Ala. They service about 30,000 subscribers. Last year Jerrold sold its Key West, Fla., cable company to John M. Spottswood and associates.

• Technical topics

Expansion • Ground has been broken for a new Glendore, Calif., plant for Conrac, manufacturer of Fleetwood tv receivers for the home and video monitors for tv stations and industrial closed circuit tv. With total floor space of 35,000 square feet, the new Conrac building will be 50% larger than the previous one, which was destroyed by fire last summer. It is scheduled for completion May 15.

Wide angle optics • Traid Corp., Encino, Calif., has developed a lens with 165° field of view, designed especially for mating with the Photo-Sonics 16mm-1B high-speed camera. The Traid 120 is available for applications where up to 1,000 frames per second are desired with wide angle. According to the company, wide-angle optics were hitherto limited in use to cameras with a speed of 200 frames per second or less.

Fm hits the road • An fm tuner for automobiles which operates in any car with a 12-volt battery through any regular am car radio and speaker is manufactured by Eric Engineering, Santa Monica, Calif. Although it will operate through any am aerial set at 30 inches, an accessory fm antenna of that length is available. The unit is compact and is claimed to combine high sensitivity with low noise. Price: $79.95.

Storage units • Neumade Products Corp., N.Y., manufacturer of standard film storage units now in use in both theatres and tv stations, offers a new line of tv tape storage units for 6-, 8-, 12½- and 14-inch tape reels. Facilities for library storage, transient editing and "on-the-air" program filing are included.

Tables and graphs • Allied Record Mfg. Co., Hollywood, has issued a brochure, "The Latest Technical Data on Professional Master Recording." It contains tables and graphs to show recording data for master discs, both monaural and stereophonic. Copies are available from Allied at 1041 N. Las Palmas Ave., Hollywood 28.

Book-size recorder • American Electronics Inc., American Concertone Div., 9449 W. Jefferson Blvd., Culver City, Calif., announces new book-size portable tape recorder weighing under 4 lbs. that operates from its own batteries, 110 v AC or from cigarette lighter receptacle of a car. Transistorized dual speed-half track recorder features VU meter, uses standard tape, reels and batteries. Price: $199.50.

UPPER STRATA STRATEGY!

Friend of ours who always attends the sessions in the lecture halls, *starts* on the Fourth Floor with Production Items . . . and works his way down to Components on the First Floor. Says his feet tell him it's easier to come down than to go up! And he never misses a trick this way. Sounds like good engineering logic. Why don't you join him this year . . . and see if it doesn't work for you!

Will Copp

Show Manager

ON DISPLAY FOR YOU

NEW IDEAS in RADIO-ELECTRONICS . . . 1960!

Year after year, the IRE NATIONAL CONVENTION AND RADIO ENGINEERING SHOW gets bigger! That's because you and your gigantic radio-electronics industry are surging ahead with NEW IDEAS and remarkable speed to make the Space Age the most exciting time in which to live.

That's why it takes all *4 floors* of New York's great Coliseum to show what your industry is doing. Takes 950 exhibitors...takes over 200 papers... takes over 60,000 of your co-workers to view the impressive sight.

If you're not at the IRE CONVENTION AND SHOW this year you'll miss a once-a-year opportunity unequalled in your industry to see progress in action. Plan to be at the Coliseum to see...to hear about...the NEW IDEAS IN RADIO-ELECTRONICS, 1960!

The IRE NATIONAL CONVENTION
Waldorf-Astoria Hotel
and The RADIO ENGINEERING SHOW
Coliseum, New York City

MARCH 21, 22, 23, 24

The Institute of Radio Engineers
1 East 79th St., New York 21, N. Y.

WGA STRIKE: STILL TALKING

Whether or not Writers Guild of America would add the tv film divisions of the networks to the strike list which already includes the Alliance of Television Film Producers and the Assn. of Motion Picture Producers had not been decided as of late Thursday (Feb. 4). Talks between union and network negotiators continued through the week without any sign of a breakthrough that might effect an agreement. Hopes of agreement led to an extension of the Jan. 30 deadline for an extra week.

Negotiations also continued between the guild and ATFP against whose members the writers have been on strike since Jan. 16. Chief cause of the breakdown are WGA demands that its members be given extra pay when a tv series on which they worked is sold abroad and that they be paid residual fees for re-runs beyond the sixth broadcast, which is now the cutoff point.

There were no meetings with the major motion picture producers making up the AMPP membership, whom WGA also struck Jan. 16. Progress, however, was reported by WGA in its efforts to secure agreements with independent movie makers. With the signing by Burt Lancaster of an agreement covering the companies he owns either wholly or in part, WGA now states that more than half of the 56 independents it struck last November have removed themselves from the strike list by agreeing to the principle that the writers have an interest in the theatrical motion pictures they wrote for and are entitled to share in any revenues the producers may derive from the sale of such pictures to television. The adamant refusal of the major studios to accept this principle is the main cause of the breakdown in negotiations between WGA and AMPP.

SAG Fog • The matter of extra pay for tv use of theatrical films is also the chief barrier to a new agreement between AMPP and the Screen Actors Guild. Negotiations are continuing and SAG members are continuing to perform before the cameras of the major studios. Their former agreements expired Jan. 31. SAG is now polling its membership in a mail referendum which asks the actors to authorize the board to call a strike against the majors at any time. SAG contracts with the tv film producers run through March, so these companies (and the tv film divisions of the motion picture studios) are not immediately concerned with the actors' demands.

Television taped programs in the Screen Actors Guild-American Federation of Television & Radio Artists' fight over jurisdiction on actors working in them have been moved out of the foreground, so far as SAG's upgoing negotiations with producers of filmed programs for television are concerned. SAG has proposed and AFTRA has accepted a plan that SAG will not attempt to negotiate terms and contracts for employment of actors on tape programs without ample advance notice to AFTRA. AFTRA, on its part, agrees not to inject its claims of jurisdiction over all performances on tape and the SAG negotiations of new television film contracts. Earlier, AFTRA had announced plans to send a notice of its asserted jurisdiction over tape to television film producers on Jan. 31 to comply with legal requirements that such notice be given 60 days in advance of termination of the present agreement, March 31.

SAG on Monday (Feb. 1) offered to withdraw its demands for a share in the revenue from the sale of theatrical films to television if producers would promise to keep these films off tv.

The SAG proposal was part of a retort to a statement issued the day before (Jan. 31) by AMPP on behalf of the major motion picture studios, which called the SAG demands "unreasonable and unrealistic. . . . It is no more reasonable for an actor to ask for a second payment for exhibition on tv than it is for him to expect an additional payment when his picture is reissued or is shown in motion picture theatres a second time."

The AMPP statement, issued by Charles S. Boren, executive vice president, pointed out that in addition to SAG, "similar demands have been made by the writers. Other guilds and unions have taken steps to make similar demands if the actors and writers are granted any additional payment on post-1948 films or films made in the future exhibited on television."

NTA's 'Play of Week' bought by KCOP(TV)

A "breakthrough" in the sale of National Telefilm Assoc.'s *The Play of the Week* series was announced last week by Oliver A. Unger, NTA president, who revealed the series has been sold to KCOP(TV) Los Angeles, for immediate showing on that station.

The two-hour series, which was launched on the company's owned tv station, WNTA-TV New York, last October, was bought by KCOP(TV) at a price said to be keyed to the price of a class "A" feature film. It is estimated that each two-hour episode over KCOP (TV) will cost from $6,000-7,500, although Mr. Unger declined to reveal the actual price.

20 Markets in Sight • Mr. Unger said last Thursday (Feb. 3) that negotiations are being held with many stations and he firmly believes "at least 20 markets will be signed within the next two weeks." The series is carried on WNTA-TV seven days a week, but in Los Angeles and in other markets, *The Play of the Week* will be sold for a one-run play of each drama. Thirty-nine episodes, produced on tape, will be offered to stations. Series, which recently won a Sylvania Award, was in jeopardy of cancellation, but several weeks ago the Standard Oil Co. (New Jersey) bought the program over WNTA-TV (BROADCASTING, Jan. 18). It is reported that the advertiser, through its agency, Ogilvy, Benson & Mather, New York, is trying to clear time to place the series in two or three other major markets.

Change of plans

The Disc Jockey Assn. has cancelled its Los Angeles convention, which was to have been held March 4-6 in the movie capitol, with deejays participating in filming "The Big Platter Parade" at 20th Century-Fox studios. Instead, DJA now plans to hold a membership business meeting April 9-10 in Minneapolis, at a site still to be picked.

Edison Foundation makes annual awards

Awards to radio, tv, films and books were presented Jan. 27 before 500 guests at the fifth annual mass media awards dinner sponsored by the Thomas Alva Edison Foundations, New York.

Honors in the fields of television and radio went to: *Our American Heritage* (NBC-TV) as "the television program best portraying America"; *Meet Mr. Lincoln* (NBC-TV), special citation; *The New York Philharmonic Young People's Concerts with Leonard Bernstein* (CBS-TV) as best children's tv program; *Conquest* (CBS-TV) as best science tv program for youth; *Gateways to the Mind* (NBC-TV), special citation; KQED (TV) San Francisco, "most outstanding educational tv station," and KDKA-TV Pittsburgh as "the tv station that best served youth."

Winners in the radio category were: Canadian Broadcasting Corp., special citation for *Science Review*, and WBZ Boston, as "the radio station that best served youth."

HOW TO USE TAPE

Telecasters exchange ideas at Ampex meet

A chance for Western broadcasters to exchange information about ways in which video tape has proved of value to their operations was provided last week by Ampex Corp. in a two-day symposium on "Two Years of Tape" held Feb. 2-3 in San Francisco.

Half a dozen station executives reported on what vtr has meant to their individual stations on opening day. The second day was completely given over to informal discussions of all phases of tape operation, sales, programming and engineering. As its own contribution to the symposium, Ampex provided instruction on how to keep tv recorders in top operating condition and detailed reports on new products and techniques.

The six station officials reporting on the effects of vtr at their stations agreed that tape has three major advantages: It permits a station to make full use of personnel and facilities during a five-day, 40-hour week, eliminating overtime work during weekends or late evening hours. It improves programming by permitting the use of people, such as visiting celebrities or important local personalities, who are not available for programs at air time. And tape enables a station to increase its revenue from local advertising.

"Tape, for the first time, gives television an opportunity to compete directly with the newspaper for local advertising dollars and in results for the local advertisers," Robert E. Kelly, general manager, KCRA-TV Sacramento, Calif., declared. "A good commercial and a good audience are all it takes to produce results and tape makes both available to the local advertiser on tv."

Case Histories • Thirteen weeks of commercials taped for a jeweler in one five-hour session with a fortune in jewels there which could not have been taken to the station's studio for individual live broadcasts; leads and closings taped by Phil Silvers during a night club appearance in town for use by the local sponsor of the *Phil Silvers Show* (and at a cost of only $300)—were recounted by Robert Hart, KLZ-TV Denver.

With a transmitter midway between Sacramento and Stockton, Calif., and studios in both cities, KOVR-TV was involved in some complicated switching problems trying to get live commercials on the air from both points, Bel Lange, production supervisor, reported. Tape has largely eliminated this problem, as well as much expensive overtime. Taping is done in Stockton but Sacramento advertisers still get local production, with the results microwaved to Stockton for taping and an immediate report

makes WVEC-TV a must when buying Virginia

abc

The only station in Tidewater with dual telecasting facilities on both sides of Hampton Roads. Twin studios in Hampton and Norfolk provide faster, more complete news and sports coverage and telecasting for all of Tidewater. If you want Sales Action—you want Virginia's Action Station—WVEC-TV. Represented by Avery-Knodel.

CHANNEL 13

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
1735 DeSales St., N. W. Washington 6, D. C.

NEW SUBSCRIPTION ORDER

Please start my subscription immediately for—

☐ 52 weekly issues of BROADCASTING $ 7.00
☐ 52 weekly issues and Yearbook Number 11.00
☐ Payment attached ☐ Please Bill

name title/position
company name
address
city zone state
Send to home address — —

* Occupation Required

MESSRS. HART, LANGE, ELLESON, COOKE, KELLY & COONEY

phoned back on quality.

The problems of setting rates for vtr service were discussed by Lloyd E. Cooney, general sales manager, KSL-TV Salt Lake City, Utah. At first the policy was to charge by the spot ($12.50) and allow 30 minutes in which to tape it. This led to many arguments as to who was to blame for taping sessions running past the alloted time. KSL-TV now bases its charges on the time its taping facilities are used. Mr. Cooney noted that this policy has the disadvantage that salesmen can no longer quote an exact price for a taping job.

Motorman • Doug Elleson. program director, KRON-TV San Francisco, stressed the necessity for having one individual in charge of coordinating all vtr requests, scheduling times for taping sessions and playbacks and keeping everyone concerned with tape operations informed of the schedule well in advance, then following through on the taping, broadcasting and billing procedures to the ultimate erasure of the tapes following the end of the advertiser's contract.

A carefully coordinated schedule is even more essential to a station with only one vtr machine, according to Ted Cooke, program director, KOIN-TV Portland, Ore., which got its first Ampex video tape recorder in March 1958. When there was no place to turn for information, KOIN-TV personnel had to work policies and practices out for themselves. Strict rules, strictly adhered to, for advertisers and agencies as well as for station people, are an absolute necessity for a one-machine station, he stated, adding a comment that things are easier now that KOIN-TV has its second vtr unit.

The station reports were set in the framework of the tribulations of a manager who has not yet been sold on vtr, written and acted by Russ Baker, Ampex station relations representative. Other Ampex speakers included Eldon Brown, manager, technical training; Joseph Roizen, manager, video applications; Charles Anderson, technical advisor, video engineering; Charles Swisher, video application engineer, and Cyril Teed, Marconi Products representative, described and demonstrated the Marconi Mark IV tv camera. Bob Day, Ampex sales development manager, was program chairman.

Opening day's sessions were held at KGO-TV; the second day at the St. Francis Hotel. This week (Feb. 8-9) the Ampex contingent moves to WBBM-TV Chicago for a midwestern symposium and next week to the Sheraton-Park Hotel in Washington, D.C., to meet with Eastern tv broadcasters. A fourth symposium, in Hollywood, is being considered.

• Program notes

Vikings sail • United Artists Television Inc., N.Y., has launched its *Tales of the Vikings* adventure series in 110 markets, including the following new purchases: Norge Distributors, KMBC-TV Kansas City and KVIP-TV Redding, Calif.; Ford Dealers KFYR-TV Bismarck, N.D., Dollar Federal Savings & Loan, WTVN-TV Columbus, Ohio; Western Dairy, KFEQ-TV St. Joseph, Mo.; River States Oil Co., WDSM-TV Duluth, Minn.; Viking Construction Corp., KTRK-TV Houston; Stagg Bilt Homes, KPHO - TV Phoenix; Grab - It - Here Supermarkets, WCIA-TV Champaign, Ill., and Bon Marche Department Stores, KIMA-TV Yakima, Wash. Station Sales include: WABC-TV New York; WGN-TV Chicago; WXYZ-TV Detroit; WAGA-TV Atlanta; KUTV (TV) Salt Lake City; WJAC-TV Johnstown, Pa.; and KERO-TV Bakersfield and KFRE-TV Fresno, Both California.

Unsinkable • Bristol-Myers Co., N.Y., via Doherty, Clifford, Steers & Shenfield Inc., N.Y., has renewed sponsorship for third year of Ziv Tv's *Sea Hunt* series in New York. The show returned to WCBS-TV New York, Jan. 28 after a year's run on both WABC-TV and WPIX (TV) there. The renewal raises to 124 the number of markets for the underwater series starring Lloyd Bridges. *Sea Hunt*'s log also includes these advertiser arrivals: Standard Oil of California (BBDO), which adds KVAL-TV Eugene, Ore., and KSBW-TV Salinas, Calif., to its schedule in seven states; Standard Oil of Indiana (D'Arcy Adv.), WKZO-TV Kalamazoo, Mich.; Harper Plumbing & Heating Co. and Schlitz Brewing Co., WDBO-TV Orlando, Fla.; Liggett & Myers (McCann-Erickson Inc.), also on WKZO-TV Kalamazoo plus WHAS-TV Louisville; Sterling Brewery (Compton Adv.), WHAS-TV; Armour Co., WKY-TV Oklahoma City, and Howard-Griffin & Co. (Shell Adv.) on KNOE-TV Monroe, La. Station signings include: WNEM-TV Bay City-Saginaw, Mich.; WRAL-TV Raleigh, N.C.; WSPD-TV Toledo; WBIR-TV Knoxville, Tenn.; KTSM-TV El Paso, Tex.; WTRF-TV Wheeling, W.Va., and WALA-TV Mobile, Ala.

It's 108 for 'Midnight' • MCA-TV reports that its *Johnny Midnight* mystery-adventure series has been sold in 108 markets, including sales to P. Ballantine & Sons, which is alternating with Dial Soap in Jacksonville, Fla., Richard Hudnut in Boston and Philadelphia, R.G. Dunn Cigars in Dayton and Buffalo, Marlboro Cigarettes in New York. Other purchasers are Camel Cigarettes in Denver and Evansville, Ind.; Chesterfield Cigarettes and P. & C. Foods in Syracuse, N.Y., and WGN-TV Chicago.

Another tv private eye • Production has been launched in Hollywood on a new detective series, *Simon Lash, Detective*, which is being produced for syndication by ABC Films Inc. The series, starring Jock Mahoney, will be produced by Simon Lash Productions in association with Allied Artists Pictures Corp.

Land rush • New stations and markets announced last week for Ziv TV's *Tombstone Territory* include: WHDH-TV Boston; WMTW (TV) Poland Spring, Me.; WLBZ-TV Bangor, Me.; WAGM-TV Presque Isle, Me.; WJAR-TV Providence; WCAX-TV Burlington, Vt.; WGAL-TV Lancaster, Pa.; WNEP-TV Wilkes-Barre, Pa.; WJW-TV Cleveland; WTCM-TV Minneapolis; WIIC (TV) Pittsburgh; WXYZ-TV Detroit; KABC-TV Los Angeles; Roanoke, Va. (station unannounced); KGNS-TV Laredo, Tex.; WDAM-TV Hattiesburg, Miss.; Little Rock, Ark. (station unannounced); Montgomery, Ala. (station unannounced); KCRA-TV Sacramento; WJHL-TV Johnson City, Tenn.; KOAM-TV Pittsburg, Kan.; KFSD-TV San Diego; KRGV-TV Weslaco, Tex.; KOOK-TV Billings and KFBB-TV Great Falls, both Montana; KBES-TV Medford, Ore.; WRVA-TV Richmond; WFLA-TV Tampa, and Johnstown, Pa. (station unannounced). Also sold was

This Man Dawson for sponsorship by Brown & Williamson on WBAL-TV Baltimore, WIIC (TV) Pittsburgh, WHAS-TV Louisville, KABC-TV Los Angeles and WPIX (TV) New York.

Ziv in Rio • In a roundup report of its foreign operations, Ziv-TV International last week announced the opening of revoicing studios in Rio de Janeiro, Brazil, where four Ziv-TV films are currently being dubbed from English into Portuguese and Spanish. Three other series also are scheduled for translation. The programs now being dubbed, and already sold to Radio Rio Ltda., in Rio de Janeiro and Sao Paulo, are *Sea Hunt*, *Men Into Space*, *Cisco Kid* and *Highway Patrol*. The company reports a total of 31 series in current distribution in 27 countries, with more than 3,100 half-hours dubbed into Spanish alone.

Out to sea • New stations added recently to the lineup for Ziv-TV's *Sea Hunt* series include: KBES-TV Medford, Ore.; KIMA-TV Yakima, Wash.; WKBT (TV) La Crosse, Wis.; KTBC-TV Austin, Tex.; WAST (TV) Albany, N.Y.; KPRC-TV Houston; WBKW-TV Buffalo; WLWI (TV) Indianapolis; WLW-TV Cleveland, and WFBC-TV Greenville, S.C. The latter two stations renewed for the third consecutive year, it was announced.

'Flight' • Crosby/Brown Productions and Bill Burrud, producer of true-life adventure films, have signed an agreement for joint production of *Flight to Adventure*, a new series of 39 half-hour color films designed for network programming. In mid-February, Mr. Burrud and his crew will fly to Tahiti to film the first episode.

Bright note • Earl Klein, president of Animation Inc., Hollywood, told his board of directors that the governmental probes of advertising practices will help animated tv spot sales make sharp gains in 1960. Since there is no pretense of making pictorial presentations of products and their qualities, animation avoids the pitfalls of relying on photographic tricks to achieve superior product demonstrations, he said. In 1959 Animation Inc. topped $400,000 in billings, Mr. Klein said. He added he is willing to push sales past the $500,000 mark this year but will not sacrifice quality in order to do it.

Protest letters • American Federation of Musicians has sent more than 6,000 letters of protest to sponsors and producers of domestic tv films which dub in music from recordings made abroad and expects to increase the number of mailed protests to over 100,000, Ernie Lewis, western states coordinator of the union's campaign, said. "Ziv Tv and Four Star Productions in particular are using this device without labelling their product and we are distributing lists of programs involved, their sponsors and the networks carrying them," he stated.

Movie markets • MCA-TV, N.Y., reports sales of its pre-1948 Paramount features to the following stations: WCIA (TV) Champaign, Ill.; KTHV (TV) Little Rock, Ark.; KSHO-TV Las Vegas, Nev.; WANE-TV Ft. Wayne, Ind., and KERO-TV Bakersfield, Calif.

New projects • Four Star Television, Hollywood, plans to film three new programs this month. James Whitmore will star in *The Law and Mr. Jones*, produced by the actor's partner, Sy Gomberg. Cameron Mitchell is star of *J.P.* and Four Star is now casting the hour-long detective series, *Michael Shayne*.

NBC's 'new faces' • NBC reports it has selected five young actors and actresses, already auditioned by the network's talent development department, to appear in the first of a series of screen tests to discover new tv talent. The tests, when completed, will be viewed by NBC-TV program executives, to determine the use of the performers in new pilot properties being developed for the network's 1960-61 program schedule. Under its talent discovery and development plan, NBC has been holding two auditions per week since Oct. 1, 1959.

Fast track • California National Productions, N.Y., reports its *Pony Express* film series has been sold in 56 markets during the first three weeks of syndication. Sales include a 20-market buy in the Midwest and Southwest by American Petrofina Co. of Texas (Taylor & Norsworth Inc., Dallas); Valley Forge Beer (via Gray & Rogers Inc., Phila.) for markets in Pennsylvania, Maryland and Washington, D.C.; O'Keefe's Brewing Co. Ltd. for six northern border markets starting in Buffalo; local advertisers in Albuquerque, N.M.; Phoenix, Ariz.; Joplin, Mo.-Pittsburg, Kan.; Mobile, Ala.; and station purchases by WLWA (TV) Atlanta, WCKT (TV) Miami, KTTV (TV) Los Angeles, KBAK-TV Bakersfield and KXTV (TV) Sacramento.

Personal service

Sanford Markey, news director of KYW-AM-TV Cleveland, recently inaugurated a new feature — broadcasting descriptions of stolen cars in cooperation with city and suburban police. As he was having his own 1957 Ford fitted with seat covers, he noticed someone driving it away but thought it was an attendant and remained unperturbed. When he left the shop, there was no sign of the car. Regular descriptions of Mr. Markey's stolen vehicle were carried on KYW. According to the station's report, everyone there has had a big laugh except Mr. Markey who two weeks later recovered his car—abandoned and smashed—in Chattanooga.

Newsfilm additions • New subscribers to CBS Newsfilm include WFLA-TV Tampa, KNOE-TV Monroe, La., and ZBM-TV Hamilton, Bermuda. CBS Newsfilm feeds filmed reports on news and sports events on a daily basis.

Podium to classroom • KTAR and KVAR (TV) Phoenix, Ariz., cancelled commercial programs Jan. 27 from 11 a.m. to 12 noon to simulcast the Phoenix Symphony Orchestra's Youth Concert to area classrooms. The concert was picked up from a Phoenix movie theater with a capacity limited to 3,000. Many more than that number of local school children had at-

ATTENTION

FM STATION MANAGERS & CHIEF ENGINEERS

Within the next few days you will receive a letter from MUSICAST, INCORPORATED, national sales representatives for the CALBEST MX 707 MUSIPLEX (multiplex) receiver, along with a specification sheet explaining the many features of this remarkable Multiplex Receiver—priced at less than $100.00. The letter will also explain how you can obtain a FREE copy of the new 8000 word treatise on the art of MUSICASTING—covering all phases of this exciting and profitable business. Look for it!

***MUSI*CAST, INCORPORATED**

2917 TEMPLE STREET LOS ANGELES 26, CALIFORNIA

NEGRO Community Programming

+

SPANISH PUERTO RICAN Programming

=

of *Whirl-Wind* sales action

WWRL

NEW YORK **DE 5-1600**

*10:00AM-5:30PM **5:30PM-10:00AM

HOWARD E. STARK

Brokers and Financial Consultants

Television Stations
Radio Stations

50 East 58th Street
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In the Radio-TV Publishing Field only BROADCASTING is a member of Audit Bureau of Circulations and Associated Business Publications

tempted to attend the performance, so the stations stepped in to enable them to hear and see it.

Joint venture • Writer-producer Phil Rapp has entered into an agreement with Philip N. Krasne, president of California Studios, Hollywood, to produce tv film series. First project will be a half-hour comedy series, as yet untitled, starring Teddy Rooney and his mother, Martha Vickers.

Packaged cheer • Jayark Films Corp., N.Y., reports sales of its "blockbuster" package of feature films, originally produced by Milton Sperling for theatrical distribution by Warner Bros., in 51 markets. The stations include: WCBS-TV New York; KMOX-TV St. Louis; KNXT (TV) Los Angeles; WBBM-TV Chicago; WCAU-TV Philadelphia; CKLW-TV Windsor-Detroit; KLIX-TV Twin Falls, Idaho; KXLY-TV Spokane; WDAF-TV Kansas City; KNDO-TV Yakima, Wash.; KCRA-TV Sacramento; KBTV (TV) Denver; KFMB-TV San Diego; KIRO-TV Seattle; WAGA-TV Atlanta; WDSU-TV New Orleans; WFAA-TV Dallas; WFGA-TV Jacksonville, Fla.; WHBQ-TV Memphis; WHDH-TV Boston; WBRC-TV Birmingham; WITI-TV Milwaukee; WJW-TV Cleveland, and WTAE (TV) Pittsburgh.

From South of the Border • KTRK-TV Houston presented a series of five two-hour programs from Mexico City. The programs, video taped with cooperation of the Mexican Television System, which made available all equipment, were flown to Houston and shown within hours of their origination. Scripts were prepared both in English and Spanish.

Early birds • Sterling Television Co., N.Y., has concluded sales of its fully animated *Capt'n Saviour Bird Cartoons* with the following stations: WGN-TV Chicago; KRNT-TV Des Moines; KIRO-TV Seattle; WGR-TV Buffalo; WHDH Boston; WLOS-TV Asheville, N.C.; WNEP-TV Scranton, Pa.; WKTV (TV) Utica; WFIE-TV Evansville, Ind.; WFMJ-TV Youngstown, Ohio; WVEC-TV Hampton-Norfolk, and WBAY-TV Green Bay, Wis.

Tape on the move • Mobile Video Tapes Inc., Hollywood, has appointed Television Communications Inc. as sales representative for the 11 western states excluding the Southern California area. The video tape company operates self-contained tv cruisers equipped with RCA cameras and Ampex Videotape recorders, often shooting scenes while the van is moving. TCI will act as sales agent and co-producer of tape commercials, closed-circuit programs, news, sporting events and other activities.

OCCASION

Here are the next 10 days of network color shows (all times are EST).

NBC-TV

Feb. 8-12, 15-17 (6:30-7 a.m.) **Continental Classroom.**

Feb. 8-12, 15-17 (11-11:30 a.m.) **Price Is Right,** participating sponsors.

Feb. 8-12, 15-17 (12:30-1 p.m.) **It Could Be You,** participating sponsors.

Feb. 8, 15 (10-11 p.m.) **Steve Allen Plymouth Show,** Plymouth through N. W. Ayer.

Feb. 9, 16 (8:30-9:30 p.m.) **Ford Startime,** Ford through J. Walter Thompson.

Feb. 9, 16 (9:30-10 p.m.) **Arthur Murray Party,** P. Lorillard through Lennen & Newell and Sterling Drug through Norman, Craig & Kummel.

Feb. 10, 17 (8:30-9 p.m.) **Price Is Right,** Lever through Ogilvy, Benson & Mather and Speidel through Norman, Craig & Kummel.

Feb. 10, 17 (9-10 p.m.) **Perry Como's Kraft Music Hall,** Kraft through J. Walter Thompson.

Feb. 11, 18 (9:30-10 p.m.) **Ford Show,** Ford through J. Walter Thompson.

Feb. 12 (8:30-9:30 p.m.) **Bell Telephone Hour,** AT&T through N.W. Ayer.

Feb. 12 (9:30-10 p.m.) **Masquerade Party,** Hazel Bishop through Raymond Spector and Block Drugs through Grey Adv.

Feb. 13 (10-10:30 a.m.) **Howdy Doody Show,** Continental Baking, Nabisco through Ted Bates.

Feb. 13 (10:30-11 a.m.) **Ruff and Reddy Show,** Borden through Benton & Bowles.

Feb. 13 (4:30-5 p.m.) **Racing From Hialeah,** Phillies Cigars throuh Wermen & Schorr.

Feb. 13 (7:30-8:30 p.m.) **Bonanza,** RCA through Kenyon & Eckhardt.

Feb. 13 (9:30-10:30 p.m.) **World Wide 60.**

Feb. 14 (1:30-2 p.m.) **Frontiers of Faith.**

Feb. 14 (8-9 p.m.) **The Devil and Daniel Webster,** Rexall through BBDO.

Feb. 14 (9-10 p.m.) **Dinah Shore Chevy Show,** Chevrolet through Campbell-Ewald

English cameras • The Marconi Mark IV English camera will be used to shoot *Emergency Ward,* a series for syndication by Hollis Productions, Hollywood. The camera, imported by Ampex, features a 4½-inch I.O. tube as against the 3-inch tube now used in U.S. cameras. It is said to give more clarity and detail. The series will use facilities of Paramount Television Productions with Frank La Tourette producing.

New sales approach • A different approach in giving potential sponsors a look at available tv properties will be tried by Lazy Susan Productions, L.A., with its regional series *Officer Murphy.* Instead of the usual one-episode film, the producers will video-tape five key scenes with supporting continuity-narration by series star Don Haggerty. The five scenes, taken from completed scripts, will give prospects an overall view of the series.

Mystery making • NBC-TV has announced production of an hour mystery series, *Thriller,* by Hubbell Robinson Productions for prime evening time

next season. Twenty-six mystery stories already have been picked for filming here and abroad. On the assignment: Mr. Robinson, executive producer; Fletcher Markle, producer and James Cavanaugh, associate producer-story editor. Name stars are being engaged.

'Ryder' rides • Twenty-three *Red Ryder* feature pictures, each 53½ minutes long, have been acquired by Hollywood Television Service Inc., L.A. The cartoon strip is currently syndicated in over 500 newspapers. The pictures are available for immediate telecasting.

No antitrust shadows over NCAA—Byers

The National Collegiate Athletic Assn. has managed to steer clear of monopoly and antitrust charges because it has not utilized tv in "restraint of trade" and includes non-professional teams, an NCAA official suggested last week.

Walter Byers, executive director, told a Chicago news conference that if any such question had ever arisen since NCAA restricted college pigskin telecasts in 1951, the Justice Dept. would have moved against NCAA "long before now."

Mr. Byers made known his views in connection with questions involving the planned new American Football League. He suggested monopoly or restraint-of-trade implications might be posed if an established professional circuit (in this case, the National Professional League) would "use television" to thwart a proposed new league before it got off the ground.

He noted reports that the infant AFL might televise Saturday afternoon games in direct competition with NCAA's national or regional game-of-the-week.

The news conference culminated a three-day meeting of NCAA's 1960 television committee in the LaSalle Hotel. Rix N. Yard, Denison U., was appointed chairman of the new group and Asa S. Bushnell, Eastern College Athletic Conference, was re-elected secretary and program chairman. The committee reviewed the 1959 tv group's report, held hearings for "interested parties" and set up administrative organization and procedures. It will meet again, in either Squaw Valley or Reno, Nev., about Feb. 22-23 to draft a specific telecasting plan for this fall. NCAA already has approved general controls for 1960-61 (BROADCASTING, Jan. 18).

The new tv unit, comprising the same membership as last year, discussed several television plans, one incorporating a combination of national and regional tv dates and another with national and split-national (network) features. The trend in recent years has been to more national and fewer regional dates (from eight and five in 1955 to ten and three in 1959).

FATES & FORTUNES

Broadcast Advertising

MR. STRAUCHEN

MR. QUACKENBUSH

• E.R. STRAUCHEN, founder of Strauchen & McKim Adv., Cincinnati, becomes president in agency reorganization. Others elected: JOHN V. QUACKENBUSH, partner since 1952, named vp; ROBERT W. WILLEN, office manager and head of accounting, to treasurer and BETTY J. MORGAN, secretary.

• RAYMOND F. SULLIVAN, board chairman of Sullivan, Stauffer, Colwell & Bayles, N.Y., elected chairman of board of Noxzema (skin cream, shaving cream) Chemical Co., Baltimore.

• JACK PAGE, vp and head of local market operations for O'Grady-Anderson-Gray, Chicago advertising firm, named executive vp.

• JOHN H. PINTO, chairman of New York management committee of Grant Adv. and vp of Chicago office, appointed director of creative services for business development.

• JAMES D. KYSOR, media supervisor for past 16 years at Foote, Cone & Belding, Chicago, and advertising veteran for 44 years, retires.

• JOHN P. ATHERTON, in charge of radio-tv at Kastor, Hilton, Chesley, Clifford & Atherton, N.Y., named vp in charge of creative activities.

• ALVIN A. ACHENBAUM, ROBERT S. ZIMMERN and ALDON H. SULGER elected vps of Grey Adv., N.Y. Mr. Achenbaum is director of research; Messrs. Zimmern and Sulger are account supervisors.

• LESTER A. WEINROTT, vp at Reach, McClinton & Pershall, Chicago, appointed account supervisor on Pratt & Whitney (machine tools) account in New York office.

• MONTE J. SANDERS, formerly with Klau-Van Pietersom-Dunlap, Milwaukee, elected vp of Fensholt Adv., Chicago.

• ALLEN D. PATTERSON, account executive on Chase Manhattan account, becomes vp of Ted Bates, N.Y.

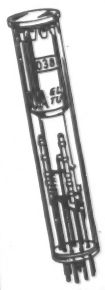
MR. CARVER

MR. VITT

• JACK K. CARVER and SAMUEL B. VITT, media supervisors at Doherty, Clifford, Steers & Shenfield Inc., N.Y., elected vps of agency.

• RICHARD W. SOLON, formerly product advertising manager, Post Cereals Div.

ALLIED always has the BROADCAST TUBES you need



IMMEDIATE DELIVERY ON
RCA 7038

ALLIED is the world's largest supplier of power and special-purpose tubes for broadcast station use. Look to us for immediate, expert shipment from the world's largest stocks of electronic supplies and equipment.

See your ALLIED 1960 Complete Buying Guide for station equipment and supplies. Get what you want when you want it. Catalog copies are available on request.

ALLIED RADIO
100 N. Western Ave., Chicago 80, Ill.
Phone: HAymarket 1-6800
TWX: CG-2898

of General Foods, Battle Creek, Mich., appointed advertising manager of Mars Inc. (candy), Chicago.

MR. CRANE

• DAVID P. CRANE, vp and account supervisor at Ogilvy, Benson & Mather, N.Y., appointed senior vp. He will continue to supervise Maxwell House Coffee account. Mr. Crane has been with agency since 1958.

• STEPHEN BAKER, senior art director of Cunningham & Walsh, N.Y., promoted to vp.

MISS KIELY

• EVE KIELY, account executive on Alberto-Culver account at Wade Adv., Chicago, elected vp. Prior to joining Wade in 1957, she was with Earle Ludgin & Co., that city.

• HELEN H. LYNDON, broadcast supervisor and assistant director in radio and tv at Clinton E. Frank Adv., Chicago, to John W. Shaw Adv., there, as manager of radio-tv department.

• DR. J. ROBERT MILLER, formerly with Nutrena Mills (livestock and poultry feeds), Minneapolis, appointed media and research director at Aubrey, Finlay, Marley & Hodgson, Chicago.

• JOEL DAVIS, formerly with Benton & Bowles, N.Y., to Ketchum, MacLeod & Grove, that city, as media manager.

• ALBERT MORRISON, formerly radio-tv coordinator and member of program evaluation board at J. Walter Thompson, N.Y., joins J. M. Mathes, there, as associate director of radio and tv.

• A. GARDINER LAYNG, vp and account supervisor with Young & Rubicam, N.Y., named associate manager of contact department.

• WILLIAM B. WHITE, with merchandising department of Young & Rubicam, Los Angeles, named director of merchandising.

• JOHN SINGLETON promoted from group media supervisor to manager of media department at Tatham-Laird, Chicago. He will be responsible for media planning and execution on all accounts.

• BRIAN HARVEY, formerly southern California manager and advertising manager of Western Adv., joins Hixson & Jorgensen, Los Angeles, as creative director and member of executive committee.

• HELEN H. LYDON, formerly broadcast supervisor and assistant radio-tv director at Clinton E. Frank, Chicago, appointed manager of radio-tv department of John W. Shaw, that city.

• RAY RICHARDS, formerly tv art director at McCann-Erickson Inc., N.Y., joins Ketchum, MacLeod & Grove, Pittsburgh, as media manager.

• DAVID MATHEWS appointed director of west coast network programming for Fuller & Smith & Ross, Los Angeles, succeeding late WILLSON M. TUTTLE.

• EDWIN H. WITHINGTON, formerly with International Silver, to A.C. Gilbert Co. (toy maker), as advertising manager.

• PHILLIPS B. VAN DUSEN, account executive on Firestone in Campbell-Ewald's Detroit office, appointed supervisor of all N.Y. accounts. ROBERT V. HUNGERFORD named art director.

• CARL GYLFE, formerly with media departments of Cunningham & Walsh and Leo Burnett Co., Chicago, to Tatham-Laird, that city, as account executive.

• J. GORDON HAMILTON joins Grey Adv., N.Y., as merchandising account executive.

• JOHN MOGGE, account executive with Adams & Keyes, Los Angeles, to Fletcher Richards, Calkins & Holden, that city, in similar capacity.

• EMERSON FOOTE, president of McCann-Erickson, appointed general campaign chairman of Chicago Heart Fund drive.

• REES BEHRENDT, copywriter with McCann-Erickson, N.Y., to Dancer-Fitzgerald-Sample, that city, in similar capacity.

• SANTO CALAPAI, art director with J. Walter Thompson Co., N.Y., to Ogilvy, Benson & Mather, there, in similar capacity.

• RICHARD D. RICH joins Geer, DuBois, New York, as copywriter.

• WILLIAM E. BEST, formerly Los Angeles bureau manager of United Press International and more recently head of own pr firm there, joins staff of William Nietfeld & Assoc., San Diego.

• WRIGHT FERGUSON, formerly account executive on Proctor & Gamble account at Benton & Bowles, N.Y., joins Sullivan, Stauffer, Colwell & Bayles, as executive on Noxzema account.

• LARRY H. BETTIS, tv producer-director at Watts, Payne Adv., Tulsa, joins tv department of Wade Adv., L.A., succeeding ROYAL G. ALCOTT, who transferred to Wade's Chicago office.

• DENISE JAMES and JOHN LEOPOLD join Doherty, Clifford, Steers & Shenfield Inc., N.Y., as copywriters.

The Media

• EDWARD R. HITZ, vp in charge of NBC-TV Network Sales, central division, promoted to vp, general sales executive.

• VERN KING BESSLER, formerly with KSD St. Louis, appointed managing director of WPOM Pomponio Beach, Fla.

• DON FOSTER, engineer in charge of tv tape operations at CBS-TV New York, joins KTLA (TV) Los Angeles as assistant chief engineer.

• REEVES COOK, commercial manager of WBPD Orangeburg, S.C., appointed manager of WKTG Thomasville, Ga., effective Feb. 19.

My experience of 25 years in management, ownership, and operation of radio and television stations is now available to you, if you are interested in the purchase or sale of broadcasting properties in the western states. Your inquiry, of course, will be treated in confidence.

Linc Dellar

LINCOLN DELLAR & COMPANY
SELECT RADIO AND TELEVISION PROPERTIES
MANAGEMENT CONSULTANTS • APPRAISALS • FINANCING
1470 EAST VALLEY ROAD, SANTA BARBARA, CALIF., WOODLAND 9-0770
EASTERN AFFILIATE — R. C. CRISLER & CO., INC.

MR. WINTON

• ED WINTON, general manager and executive assistant to president of Connie B. Gay Enterprises, appointed vp and member of board of WQMR (formerly WGAY; see story page 77) Silver Spring, Md. Connie B. Gay Enterprises operates WTCR Ashland, Ky., WFTC Kinston, N.C., KITE San Antonio, WYFE New Orleans and WGAY (FM) Silver Spring, Md. Mr. Winton continues his responsibilities with Gay Enterprises in addition to new post.

MR. GARTEN

• C. TOM GARTEN appointed vp, general manager and member of board of directors of WSAZ-AM-FM-TV Huntington, W. Va., succeeding LAWRENCE H. ROGERS, named executive vp of Taft Broadcasting Corp. (WEEK'S HEADLINERS Jan. 11).

• WARREN R. (GUS) JOHNSON, formerly senior account executive with KOMO Seattle, to KQTY Everett, both Washington, as general manager.

• ED DAVIS, manager of KYOR Blythe, Calif., to WJSO Johnson City, Tenn., in similar capacity.

MR. QUINN

• DONALD J. QUINN, general sales manager of WNTA-TV Newark, promoted to vp in charge of NTA Spot Sales, a division of NTA Television Broadcasting Corp., which also owns WNTA-TV.

• WILLIAM ANDERSON, formerly news and sports director of KPUG Bellingham, Wash., appointed station manager of new KOHI St. Helens, Ore., which has tentative air date of March 1.

• CHARLES E. TAMM, formerly assistant chief engineer with WHYN-AM-FM-TV Springfield, Mass., to WENH (TV) Durham, N.H., as chief engineer.

MR. WHITSETT

• WILLIAM WHITSETT, formerly general counsel for Don Lee Network and its affiliated stations, appointed administrative vp for Broadcasting Div. of NAFI Corp., which owns KPTV (TV) Portland, Ore., KCOP (TV) Los Angeles and KOBY San Francisco.

Pioneers elect

LEE BROZA, formerly with WCAU and the old WPTZ (TV), both Philadelphia, elected president of reactivated Broadcast Pioneers of Delaware Valley (formerly known as Radio Pioneers Club of Philadelphia). Others elected: COL. EDWARD A. DAVIES, consultant to WVCH Chester, Pa., first vp; WILLIAM J. BAILEY, formerly with WCAU and WPEN Philadelphia, secretary and WILLIAM A. BANKS, president of WHAT-AM-FM Philadelphia, treasurer.

• BOB MICHAEL, formerly with WENY Elmira, N.Y., appointed general manager of WATS Sayre, Pa. TED STREET, formerly with WGGG Gainesville, Fla., named program director. RUSS SANDERS joins WATS as air personality.

• RICHARD K. BURCH, program director of KBTO El Dorado, Kan., appointed station manager.

MR. CADY

• CHARLES S. CADY, formerly assistant manager and national sales manager of WCSC-TV Charleston, S.C., appointed manager of west coast sales office of Triangle Stations which include: WFIL-AM-TV Philadelphia; WNBF-AM-FM-TV Binghamton, N.Y.; WLVH-TV Lebanon-Lancaster, Pa., WFBG-AM-TV Altoona-Johnstown, Pa., WNHC-AM-FM-TV Hartford-New Haven, Conn. and KFRE-AM-TV and KRFM (FM) Fresno, Calif.

MR. GOLDSMITH

• JAMES E. GOLDSMITH, sales manager of KPLR (TV) St. Louis, appointed vp and director of sales. CHARLES E. BURGE, formerly account executive with CBS Radio Spot Sales, Chicago, succeeds Mr. Goldsmith.

• BERNARD F. GUREWICH, formerly en-

NO, THIS IS "KNOE-LAND"

(embracing industrial, progressive North Louisiana, South Arkansas, West Mississippi)

JUST LOOK AT THIS MARKET DATA

Population	1,520,100	Drug Sales	$ 40,355,000
Households	423,600	Automotive Sales	$ 299,539,000
Consumer Spendable Income	$1,761,169,000	General Merchandise	$ 148,789,000
Food Sales	$ 300,486,000	Total Retail Sales	$1,286,255,000

KNOE-TV AVERAGES 78.5% SHARE OF AUDIENCE

According to April 1959 ARB we average 78.5% share of audience from Sign On to Sign Off 7 days a week. During 361 weekly quarter hours it runs 80% to 100%, and for 278 weekly quarter hours 92% to 100%.

KNOE-TV
Channel 8
Monroe, Louisiana

CBS • ABC
A James A. Noe Station
Represented by
H-R Television, Inc.

Photo: The Union Oil Mill, Inc., West Monroe, Louisiana, processors of cottonseed and soybeans.

gineer at WTVN (TV) Columbus, Ohio, to WKYT (TV) Lexington, Ky., as chief engineer. MARIE KITTRELL joins WKYT as air personality-hostess.

MR. HEFFNER

• RICHARD D. HEFFNER, consultant to CBS editorial board, appointed director of special projects, information services, CBS-TV Network. He will be in charge of studies designed to find out what public wants of tv.

• NORMAN P. BAGWELL, general manager of WKY-AM-TV Oklahoma City, elected to board of directors of Oklahoma Publishing Co. and WKY Tv System. He has been with stations since '1954, when he resigned from Federal Bureau of Investigation.

MR. BAGWELL

MR. DOUGHERTY

• JOSEPH P. DOUGHERTY, general manager of WPRO-TV Providence, R.I., appointed vp of Capital Cites Broadcasting, which also operates WROW-AM-FM and WYEN-TV Albany and WCDB-TV Hagaman, both New York; WDCD-TV Adams, Mass., and WTVD (TV) Durham, N.C.

• MEL YORK, engineer with KBIG Catalina, Calif., promoted to supervising engineer at Avalon studios and transmitter, succeeding HARVEY HASS who becomes electronics engineer with General Film Labs, Hollywood.

• CHET KREIDLER, account executive with KGMC Denver, promoted to assistant sales manager.

• PETER CHARLTON, formerly with KNDY Marysville, appointed commercial manager of KNCO Garden City, both Kansas.

• RICHARD S. MULFORD resigns as director of advertising for Crowell-Collier Broadcast Div. (KFWB Los Angeles, KEWB San Francisco-Oakland and KDWB St. Paul, Minn.).

• ALLEN MACDONALD, formerly manager of KRAM Las Vegas, Nev., to KFWB Los Angeles, as sales development executive.

• RONALD M. GILBERT appointed sales manager of WQTE Detroit.

• ANGUS ROBINSON, manager of NBC-TV Network central division sales, Chicago, appointed director, succeeding EDWARD HITZ who transfers to NBC, N.Y., in client relations. CY WAGNER, account executive, succeeds Mr. Robinson.

• GEORGE H. WILLIAMS appointed national sales manager of WWJ Detroit. He has been with station since 1958.

• DUANE HOLMAN, local sales manager of KOLN-TV Lincoln, Neb., appointed sales manager, suceeding LES RAU who resigned to become general manager of KWWL-TV Waterloo, Iowa.

• ED TRENT, salesman for WGBS Miami, Fla. since 1952, appointed local sales manager.

• JAMES T. TIMOTHY, formerly sales manager of KMBY Monterey, Calif., to sales staff of WNBQ (TV) Chicago.

• JOHN D. STEBBINS, vp-radio, and GALE BLOCKI, sales manager-tv, The Bolling Co., station rep., both resign from Chicago office.

• RON GILBERT, formerly with WWJ Detroit, to WQTE, that city, as sales manager.

• WILLIAM T. HEATON, Chicago manager of Daren F. McGavern Co., N.Y. rep firm, to New York office as assistant sales manager. EDWARD ARGOW, of N.Y. sales, moves to Chicago as manager.

• JACK E. SWEENEY, formerly account executive, Maloney-Regan & Schmidt, Los Angeles, named sale coordinator of KMPC, that city.

• FRANK J. JORDAN, acting manager of NBC News, Chicago, appointed manager.

• NORMAN L. BRAUN, manager of Pittsburgh Bureau of United Press International, appointed head of Pennsylvania news operations. JOHN A. CARROLL, UPI Pittsburgh staffer, succeeds Mr. Braun. EDWARD C. SIELSKI named editor of teletypesetter news desk.

• LEON DREW, formerly program director with KMOX-TV St. Louis, to KNXT (TV) Los Angeles and CBS-TV Pacific Network in similar capacity, succeeding DONALD M. HINE who resigns to become director of special projects with World Tennis Inc., (Jack Kramer pro tennis troupe).

• JIM MACK, air personality at WJBW New Orleans, promoted to program director.

• DAVID CUSTIS named program director of WQAL-FM Philadelphia.

• TERRY SPEIGHTS joins WPMP Pascagoula, Miss., as program director.

• NORD WHITED, producer-director with KTTV (TV) Los Angeles, appointed assistant program director.

• FRANK J. JORDAN promoted from acting manager to manager of NBC News, Chicago. Mr. Jordan joined NBC News in N.Y. in 1956 and was transferred to Chicago bureau as news supervisor in May 1958.

• LAWRENCE BECKERMAN, executive producer-news editor, with WTOP-AM-TV Washington, appointed public affairs director. STEVE CUSHING succeeds Mr. Beckerman.

• JACK CONLON, formerly with KIMN Denver, to KEWB Oakland, Calif., as head of news staff, succeeding JOHN BABCOCK who returns to Los Angeles.

• KEN KEMPER and JOHN MEYER appointed co-news directors of KADY and KADI (FM) St. Louis. Mr. Kemper formerly was staff announcer-sports director with stations. Mr. Myer formerly was news editor of KXOX, that city.

• GEORGE A. FREEMAN, formerly news director of WKST-AM-TV New Castle, Pa., to WDRC Hartford, Conn., in

R. C. CRISLER & CO., INC.

Business Brokers Specializing in Television and Radio Stations

4 Offices To Better Serve You . . .

CINCINNATI, O. Paul E. Wagner, Fifth Third Bank Bldg., DUnbar 1-7775

WEST COAST Lincoln Dellar & Co., Santa Barbara, Calif., WOodland 9-0770

OMAHA, NEB. Paul R. Fry, P.O. Box 1733 (Benson), TErrace 9455

NEW YORK 41 E. 42nd St., MUrray Hill 7-8427

similar capacity. HAROLD M. (BUD) STEEL and MIKE STEIN both join WDRC news staff.

• GARY S. FRANKLIN, formerly assistant news director of WJZ-TV Baltimore, appointed news director KYW-AM-TV Cleveland, succeeding SANFORD MARKEY, who becomes news supervisor of KYW.

• DICK SMYTH, newscaster with CKLW Windsor-Ont.-Detroit, appointed news editor.

• DONALD E. MACFARLANE, formerly assistant to sales and service manager of ABC Radio, to WDRC Hartford, Conn., as account executive.

• JAMES S. GESSNER, formerly sales representative with Branham Co., joins New York office of Keystone Broadcasting System as account executive.

• LEE PHILLIP SMITH, formerly in sales at NBC, joins Bernard Howard & Co., N.Y., station rep, as account executive.

• CARL PAIGE, formerly sales manager of KTAR Phoenix, Ariz., to KPHO, that city, as account executive.

• STUART I. MACKIE, on radio sales staff in Chicago office of Avery-Knodel Inc., station rep., to tv sales staff. ALBERT W. OBERHOFER, formerly with sales staff of The Bolling Co., to A-K radio sales staff, succeeding Mr. Mackie.

• BOB FRENCH, account executive with KOMO-TV Seattle, Wash., to KOMO-AM in similar capacity.

• NOYES F. FRENCH, formerly with The Katz Agency and Branham Co., station reps., to sales staff of WGN-TV Chicago.

• HARRY FRANCIS, director with KCMO-TV Kansas City, appointed production director.

• DONALD B. COOK, production manager of KNXT (TV) Los Angeles and CBS-TV Pacific Network, resigns. He will freelance.

• CHARLES (CHUCK) WILLIAMS, producer-director with WBZ Boston, appointed assistant promotion manager.

• BOB REGAN and FRED SWANSON, both senior announcers at WHAY New Britain-Hartford, Conn., named assistant program director and production manager, respectively.

• MARY ELLYN DUFEK, formerly with news staff of KPIX (TV) San Francisco, appointed production assistant for all public affairs programming.

Fogarty named

FRANK P. FOGARTY, WOW Omaha, Neb., named chairman of NAB Freedom of Information Committee, succeeding ROBERT D. SWEZEY, WDSU-TV New Orleans. LEWIS W. SHOLLENBERGER, president of Radio-TV Correspondents Assn., represents that group on committee.

Other members named: CAMPBELL ARNOUX, WTAR-AM-TV Norfolk, Va.; JOHN DALY, ABC; RICHARD O. DUNNING, KHQ Spokane, Wash.; JOHN S. HAYES, WTOP-AM-TV Washington; ALEX KEESE, WFAA-AM-TV Dallas; THEODORE F. KOOP, CBS, Radio-Tv News Directors Assn.; DANIEL W. KOPS, WAVZ New Haven, Conn.; WILLIAM R. MCANDREW, NBC; STEPHEN J. MCCORMICK, MBS; AUGUST C. MEYER, WCIA Champaign, Ill.; SIG MICKELSON, CBS; DAVID C. MOORE, Transcontinent Television Corp.; D.L. PROVOST, Hearst Corp.; WESTON C. PULLEN, Time Inc.; ROBERT M. PURCELL, KFWB Hollywood, and JAMES W. WOODRUFF, JR., WRBL-AM-TV Columbus, Ga.

• DAN SHANNON joins KING-FM Seattle, Wash., as announcer.

• WILLIAM G. HARLEY, program director of WHA (Wisconsin U.) Madison, appointed board chairman of National Assn. of Educational Broadcasters. JAMES MILES, director of WBAA (Purdue U.) Lafayette, Ind., named chairman of radio board and LOREN STONE, manager of KCTS (TV) (U. of Washington) Seattle, chairman of tv board.

• REX ROVANG, announcer with KMUS Muskogee, Okla., promoted to program director.

• JOHN EDINGTON appointed program director of KUFM San Diego. He previously was with KDEO, that city.

• BOB VAN DRIEL rejoins KGGM-AM-TV Albuquerque, N.M., as program director. He previously was with KGGM eight months ago when he left to join Ward Hicks Adv., that city.

• DOUG S. TEEPLE, formerly with WEAV Plattsburgh, N.Y., to WDNE Elkins, W.Va., as program director.

• JOAN C. WATKINS, formerly with WAMP Pittsburgh, named promotion manager of KFSD-TV San Diego.

• GEORGE E. MOYNIHAN, director of public affairs of WBZ-TV Boston, named assistant program manager. RONALD LITTLE, production supervisor, succeeds Mr. Moynihan, and is in turn succeeded by DOUGLAS G. LEONARD, writer-producer.

• JERRY LEVIN promoted from assistant producer to writer-producer in public affairs department of WBBM-TV Chicago.

• ADAM STOREY appointed news director of KDEO San Diego.

• JOHN B. MEYER, formerly newscaster and news editor of KXOK St. Louis, to KADY, that city, as news director.

• CAL B. KOLBY appointed news editor of WPOP Hartford, Conn.

• JUDITH LAWTON, formerly sales promotion director of KFI Los Angeles, start news series on KABC, that city.

• BILL GORMLY, formerly announcer with KANS Kansas City, to WHO Des Moines, Iowa, in similar capacity.

• BOB DEVILLE to announcing staff of WCKY Cincinnati, succeeding GEORGE WARD who rejoins armed services.

• BUDDY FABER, in booking department of United Artists Assoc., N.Y., named account executive in company's eastern division.

• TED COOLEY, formerly with KIMA-TV Yakima, to KTVW (TV) Tacoma, both Washington, as producer-director.

• DONALD FRASER, formerly news director of WICO Salisbury, Md., to WKNB West Hartford, Conn., as news editor.

• VERNON HEEREN, formerly with NBC Spot Sales, Chicago, joins tv sales staff of H-R Television Inc., that city.

• ROBERT E. BOWMAN, formerly with KHJ-TV Hollywood as national sales account executive, joins Hawaiian Broadcasting System Ltd., as national sales account executive for KGMB-AM-TV Honolulu.

• MARY ELLYN DUFEK, on news staff of KPIX (TV) San Francisco, appointed production assistant for all public affairs programming.

• ED FLEMING, formerly newscaster at KNXT (TV) Los Angeles, to KABC-TV, that city, in similar capacity.

• DON HINSON, formerly air personality with KSO Des Moines, Iowa, to KENO Las Vegas, Nev., in similar capacity.

• JOCKO HENDERSON, formerly with WDAF Philadelphia, to WADO New York, as air personality.

Programming

• MILDRED GUSSE, associate casting director of Screen Gems, Hollywood, appointed head of talent and casting department, succeeding IRA UHR, who resigned.

• LEE BLAIR, Film-Tv Graphics appointed president of Film Producers Assn. of New York, succeeding Nathan Zucker of Dynamic Films. Other officers elected: WILLIAM VAN PRAAG, Van Praag Productions, executive vp; ROBERT LAWRENCE, Robert Lawrence Productions, 1st vp; ROBERT CRANE, Color Service Co., vp; ALBERT HECHT, Bill Sturm Studios, secretary, and EDWARD LAMM, Pathescope Co. of America, treasurer.

Grand old man • GEORGE H. MOORE (left), described by his station, WCKY Cincinnati, as the oldest "active" radio salesman in the U.S., cuts a cake in honor of his 76th birthday. With Mr. Moore is C.H. TOPMILLER, president and general manager of WCKY. Mr. Moore, who joined the station when it was founded in 1929, estimates he has sold more than $5 million in local time.

• HARRY LANGE, formerly tv commercials producer at McCann-Erickson and previously executive vp and general manager of Kling Film Enterprises, both Chicago, to Fred A. Niles Productions, that city, as executive producer.

• HAROLD SOBOLOV and FREDERICK CAMBRIA named supervisor of unit managers and supervisor of associate directors and stage managers, respectively, at CBS-TV, N.Y. NEAL WILDER JR., PETER BRYSAC and GLEN TWOMBLY all appointed to unit manager staff.

• GERALD ROWE has resigned as advertising manager of Paramount Pictures. Future plans have not been announced.

• JOSEPH CSIDA, formerly president of own recording, talent developing and management firms, appointed vp of eastern operations for Capitol Records.

• MICHAEL REDDY appointed art director of Pictafilm, N.Y. (film producer).

• ROBERT L. GREENWALL, assistant art director, tv sales planning, named art director at NBC-TV, N.Y.

• IRVING PALEY, formerly director of advertising and publicity for Paramount Gulf Theatres, New Orleans, becomes director of advertising and promotion for ABC Films, N.Y.

• BUCK HOUGHTON honored by Screen Producers' Guild for best produced tv film series of 1959, *Twilight Zone*.

• BERNARD GIRARD has completed pilot of *Mr. Garland*, first of tv series he will produce for Paramount Pictures, operating as Girard Productions. He has been released from co-production agreement with California Studios.

• ROBERT PELL, formerly sales manager of Precision Film Laboratories, named account executive in N.Y. office of Music Makers Inc., radio-tv musical commercial producers.

• DICK DONOVAN, former newspaper reporter, joins Vortex Productions, Hollywood, as story editor and script supervisor.

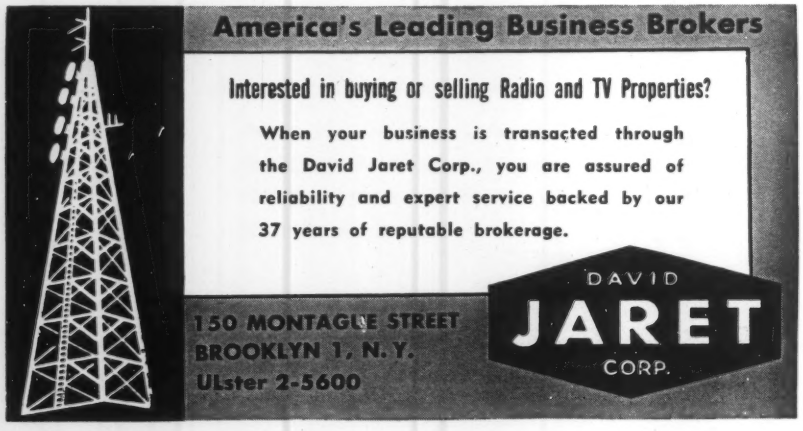
• JOHN F. MEYERS, manager of network film programs for NBC Hollywood, joins CBS Films Inc., that city, in similar capacity.

Equipment & Eng'ring

• FRANK J. ROGERS, formerly general manager of Admiral Corp.'s commercial electronics division, Newark, N.J., elected vp. Division handles installation of tv-radio receivers, special communications, wired radio sound systems and closed circuit tv systems in hotels, motels and restaurants.

• J. ALBERT BERTOLACCI appointed treasurer of Cornell-Dubilier Electric Corp., South Plainfield, N.Y. He has been with firm since 1944.

• RUSSELL W. SLOAN, manager of commercial development department of Pennsalt Chemical Co., Philadelphia, appointed manager of newly-created marketing planning department.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• THOMAS W. HAFER, formerly member of staff of industrial director of Raytheon Co., Waltham, Mass., appointed manager, corporate manufacturing engineering.

• FRANK H. BOWER joins Semiconductor Div. of Sylvania Electric Products, Woburn, Mass., as engineering administrator.

• EDWIN LEX BACON, RAYMOND C. BABCOCK and RALPH SACKETT JR., with Graybar Electric Co., N.Y., all promoted. Mr. Bacon, in advertising and sales promotion department, becomes general advertising and sales promotion manager. Messrs. Babcock and Sackett named advertising manager and sales promotion manager, respectively.

• DR. HARVEY FLETCHER, dean emeritus of college of Physical and Engineering Sciences at Brigham Young U., appointed consultant to Shure Bros. (electronic components), Evanston, Ill. He is credited with pioneering development of stereophonic sound transmission and reproduction 25 years ago.

• GEORGE C. GROGAN named general sales manager of Pennsalt Chemical Corp.'s Industrial Chemicals Div., Philadelphia, succeeding GEORGE R. LAWSON, named general manager of Chemical Specialties Div. Other changes: W. G. KEYSER JR., named sales manager and ARTHUR BIXBY appointed manager of sales, both of Organic Chemicals Div., and MELBOURNE P. BINNS named product manager.

• DAVID P. HALL named district sales manager of New England area for Motorola Semiconductor Products Div., subsidiary of Motorola Inc. CLIFFORD J. WOODKA, formerly with Wright Air Development Center, appointed market research specialist. DR. ROBERT J. GNAEDINGER JR. named senior solid state chemist for Semiconductor Products Div.

• COL. ROBERT F. SLADEK (USAF, Ret.) joins Page Communications Engineers, Washington, D.C., as assistant director of engineering for administration.

• DONALD B. WHITTEMORE, East Coast sales manager of Raytheon Co.'s marine equipment, appointed mid-Atlantic region commercial manager.

• DR. ERNEST A. KELLER, staff scientist with Motorola Inc., Chicago, appointed to fellowship in Institute of Radio Engineers. He will be honored at annual banquet at Waldorf-Astoria Hotel in New York March 23, for "contributions to sound recording and telephone switching systems." HUGH BOWLER, formerly purchasing officer manager in Motorola's communications division, appointed administrative assistant to FRANK J. O'BRIEN, vp, purchasing.

Government

• HARVEY OTTERMAN, acting chairman of State Dept. Telecommunications Div., retires. He had previously retired in 1953, after 40 years in government as associate chairman Telecom Div., but had accepted temporary service.

International

• ANDREW MAXWELL HENDERSON, chief financial officer of Canadian Broadcasting Corp., Ottawa, Ont., named to post of auditor-general of Canada. Mr. Henderson has been in CBC post since 1957.

• W.E.S. BRIGGS, supervisor of Maritime Region of Canadian Broadcasting Corp., since 1945, named vp of CBC, succeeding ERNEST BUSHNELL, who resigned to form own consultant firm.

• DON M.E. HAMILTON, director of advertising of CKOY Ottawa, Ont., named general manager of CKSL London, Ont.

• MALCOLM MACFARLANE joins CKY Winnipeg, Man., as supervisor of sales promotion and advertisers' services.

• WILLIAM ELLEMENT, formerly of CFJR Brockville, Ont., joins CJKL Kirkland Lakes, Ont., as announcer.

• LARRY HENDERSON, formerly newscaster Canadian Broadcasting Corp., Toronto, rejoins CBC, there as host of *Newsmagazine* tv program. He had resigned last October.

Deaths

• RAYMOND CADDELL, 42, general manager of WHSC Hartsville, S.C., died Jan. 27. Mr. Caddell also was president of South Carolina Associated Press Broadcasters.

• LAURA HALL, 45, chief timebuyer at Henri, Hurst & McDonald, Chicago, died Jan. 31. She joined agency's media department in 1951 and was appointed head timebuyer in 1956.

• WILLIAM MALONEY, 55, salesman for WHAY New Britain-Hartford, Conn., died Jan. 23, following short illness.

• FRANK S. BAKER, 80, publisher of *The Tacoma News-Tribune*, president of Tribune Publishing Co. and president of KTNT-AM-TV Tacoma, Wash., died Jan. 30.

• EARL BERKLEY, 60, editor-reporter with Washington Bureau of Associated Press, died of heart attack Jan. 29.

WESTERN STATES—VHF TELEVISION STATION—Network affiliate operating in black. December's cash gross was $30,000.00. Priced at $420,000.00 with $120,000.00 down and balance over seven years.

ROCKY MOUNTAIN STATE—1 kw daytimer—excellent dial position. Can go full time. City zone in excess of 30,000 population. Price is $125,000.00 with 29% down and the balance paid out over ten years.

HAMILTON-LANDIS & ASSOCIATES, Inc.

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Edward Petry & Co., Inc.
The Original Station Representative
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For answers to your tape problems, see your 3M representative or write: 3M Company, St. Paul 6, Minnesota.

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CANADIAN TELEVISION GRANTS

R.S. Misener & Assoc. get ch. 7 Winnipeg; Vantel Broadcasting given ch. 8 Vancouver

First competitive television stations in Canada were recommended for licenses by the Board of Broadcast Governors on Jan. 29. The new stations will be in Winnipeg and Vancouver. Dr. Andrew Stewart, BBG chairman announced at Ottawa that after board hearings at Winnipeg and Vancouver, BBG was recommending to the Canadian government that R.S. Misener & Assoc. be licensed for ch. 7 at Winnipeg with 325 kw video and 180 kw audio and that Vantel Broadcasting Co. Ltd., be given ch. 8 in Vancouver with 180 kw video and 90 kw audio.

R.S. Misener, a shipping magnate, with a fleet of ore and grain carriers on the Great Lakes, is associated with Lloyd Moffat and Jack Davidson of CKY Winnipeg. Others in the group include Roland Couture, CKSB St. Boniface, Man., a French-speaking city adjoining Winnipeg, and a number Winnipeg business and financial interests. There are no newspaper interests in this group.

Vantel Broadcasting Co. Ltd., is headed by 34-year-old Arthur Jones of Vancouver, who is president of Artray Film Productions. He stated in his presentation before the BBG that he would present 50 of 96 hours of tv programming as Canadian live or filmed shows.

The pattern followed by the BBG in these two recommendations may set a precedent for second tv stations in other cities. Major factor is that companies with large newspaper, radio and television interests were by-passed in favor of companies with more diversified business interests. In both Winnipeg and Vancouver newspaper chain owners with radio and tv station holdings, were major contenders for the licenses. The BBG evidently looks to some radio station and film experience, but will not recommend licenses to companies which would have a monopoly on mass communication media.

Both successful applicants at Winnipeg and Vancouver hope to be on the air before the end of this year with competitive stations to CBUT (TV) Vancouver, and CBWT (TV) Winnipeg, stations owned by the government's Canadian Broadcasting Corp.

Hearings Scheduled • A public hearing for a second tv station at Montreal will be held in that city on March 7, for a second station at Toronto on March 14, for second stations at Edmonton and Calgary, week of May 9, for Halifax on June 20 and for Ottawa about June 22.

The U. of Toronto has announced that it will present a brief to the BBG at the March 14 hearing urging that both the new tv station at Toronto and CBLT Toronto, be required to present a varying scale of hours weekly in afternoon and evening time for educational programs.

Meanwhile, CBS has stated that the advent of private competition, while indicating a cut in CBC revenue, nevertheless is welcomed as a move that will provide more latitude in viewers' choice. J. Alphonse Ouimet, president of CBC, stated at Winnipeg during a meeting of directors of the government-owned CBC, that second stations would mean a loss of revenue to the CBC, which receives about half its revenue from advertising, the rest from taxes. Nevertheless he felt the public was entitled to a choice of programs.

"If the new station is going to give good service it will have to be a fairly extensive operation," Mr. Ouimet stated. "It will get new money from advertisers. But the overall increase in advertising expenditures won't match the additional cost of operating another station. We expect a loss of revenue."

Meanwhile pending results of operation of second television stations in major Canadian cities on revenue of existing radio stations, the BBG announced on Jan. 30 it will not make any new radio station license recommendations for at least a year in such areas. This was revealed in deferment of applications for new radio stations at Winnipeg, Ottawa, and Calgary, and at Vancouver suburbs of New Westminster, Langley Prairie, and Burnaby.

Unjustified • The BBG stated in connection with the Vancouver area applications that it felt "the simultaneous appearance of an additional television station and an additional radio station cannot be justified by the immediate conditions in the market in the lower mainland of British Columbia and could easily create a degree of dislocation which would result in a deterioration of the quality of service. In the opinion of the Board, broadcasting service in the lower B.C. mainland would be enhanced more by alternative television than by the addition of an-

other radio station."

CKCW-TV Moncton, N.B., was recommended for a satellite tv station at Upsalquitch Lake, N.B., on ch. 12 with 141 kw video and 77 kw audio and antenna 1,331 feet above average terrain. Recommendation was made since CKCW-TV which has network affiliation with Canadian Broadcasting Corp., will provide its own microwave network, will build studios and provide local service at Campbellton, N.B., within a year. Two other applicants for tv stations in the area were turned down.

An application for a new fm station at Toronto was denied A. W. Ness of Toronto on grounds that "commitments of applicant would have the effect of establishing a religious station." The BBG felt such stations should not be licensed but that all stations should incorporate religious broadcasting in their programming.

More Wattage • Power increases were recommended for CHOW Welland, Ont., from 500 watts to 1 kw on 1470 kc, and operation on a full-time basis instead of daytime only; CKX Brandon, Man., from 5 kw to 10 kw daytime and 5 kw nights on 1150 kc; CHCL Cold Lake, Alta., from 10 watts to 50 watts on 1450 kc; CFHR Hay River, N.W.T., from 25 watts to 40 watts on 1490 kc; CFUN Vancouver, B.C., from 1 kw to 10 kw nights on 1410 kc; CKNW New Westminster, B.C., from 5 kw to 10 kw day and 5 kw nights on 980 kc; CKRM Regina, Sask., from 5 kw to 10 kw day and 5 kw nights on 980 kc; and CHEK-TV Victoria, B.C., from 1.8 kw video to 100 kw video and 900 watts audio to 50 kw audio on ch. 6, with antenna 1,555 feet above average terrain.

CHBC-TV-1, Penticton, B.C., a satellite of CHBC-TV Kelowna, B.C., has been recommended for its own satellite at Oliver, B.C., on ch. 8 with 110 watts video and 55 watts audio and antenna 1,346 feet above average terrain.

Permission to erect new studios in neighboring communities has been recommended for CFSL Weyburn, Sask., and CJGX Yorkton, Sask.

Ampex in Canada

Ampex of Canada Ltd. has been formed to market all Ampex magnetic tape recorder products in the Dominion. It is a subsidiary of Ampex International S. A., Fribourg, Switzerland, which is itself a wholly-owned subsidiary of Ampex Corp., Redwood City, Calif. Marketing of Videotape tv recorders and other video products will be conducted from the company's headquarters at 1458 Kipling Ave. North, Rexdale, Ont. Ampex digital and analogue data recorders will be marketed by a branch office in the Commonwealth Bldg., Ottawa. Ampex professional audio recorders and home music systems will continue to be sold by appointed distributors throughout Canada.

German tv tape

West Germany now has an all-German tv tape recorder, manufactured by Fernseh GmbH., a subsidiary of the German Bosch electric corporation. Heretofore, only Ampex machines were used there, adapted to the 625-line tv standard by a concern in that country.

The new recorder is in the experimental stages and will be developed further before being offered to stations, the company reports. It also claims the manufacturing cost will be lower to enable the product to compete with Ampex in Germany. Telefunken GmbH. is also said to be developing a tape recorder for tv.

Kenya eyes tv

Television for Kenya, Africa, has been recommended by a special commission appointed by the Kenya government last October. Target date is mid-1961. Operating costs would be obtained through advertising revenue, according to the report, but the government could apply to the British Colonial Development and Welfare fund for a grant of £180,000 ($504,000) to establish a tv station. As a result of the report, Kenya may soon seek an agreement of the African counties on tv channel allocations.

• Abroad in brief

On and off the Ginza • Dentsu Adv. Ltd., Tokyo, is opening a New York service office at 342 Madison Ave. One of the world's largest agencies, billing more than $100 million annually, Dentsu office will help agencies service Japanese clients and handle placements in Japan for its own U.S. clients. These include Max Factor, Peabody & Co. (Sanforized process), Northwest Airlines and others. George Yoshioka will be head of the New York office.

Olympics range • Some 60 million Europeans, including 20 million Russians, will probably view American commercial tv pictures of the Winter Olympic Games, Squaw Valley, Calif., according to the U.S. Information Agency. The Russians will be allowed one-time-only use of 15 hours of CBS-TV's special series. Other countries slated to use the films once are Finland, Sweden, Norway, Denmark, Holland, Germany, Switzerland, Austria, France and Italy, the USIA reports. Czechoslovakia is negotiating for a similar arrangement.

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WVOL, Nashville

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* Five full ½ hours of local public service programming each week.

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Two 13-week, 15-minute series on "The Ten Commandments" and "The Lord's Prayer" . . . A public service for Radio and TV stations . . . Non-Denominational . . . Without emotional appeals and commercialism for the mature spiritual and cultural needs of all communities.

Write for Audition Print or Tape
THE BACK TO GOD HOUR
10858 S. Michigan Ave., Chicago 28, Ill.

1960 March of Dimes

January 1960 is now history. And a part of that history is the annual March of Dimes, this year dubbed as "new" because of its de-emphasis of polio and its resulting emphasis on other crippling diseases.

Helping tell the National Foundation's new story were the nation's radio and tv stations.

Most unusual of the annual promotions for the March was that of WRAY-TV Princeton, Ind.

For 364 days each year (365 in 1960) WRAY-TV is silent. But, for one day (30 hours to be exact) the ch. 52 station comes "on-the-air." During that period more than a thousand people strut their stuff before the station's cameras. And, just about every set equipped with a uhf converter is tuned in. Those without sets, though discouraged from coming to the studios usually end up there anyway. Crowds jamming the countryside have become such a problem the National Guard is called out to handle the situation.

WRAY-TV first began telecasting in December 1953. Seven months later, because of a lack of advertising revenue, the station was granted FCC permission to remain silent. While still on-the-air, WRAY-TV aired its first March of Dimes telethon. But, the following year the station had ceased operations. This didn't deter March of Dimes and station officials, however. They sought and received FCC permission to pump some life into the dormant station for the one-day affair. It's been an annual event ever since.

When the 30-hour day ends, the March of Dimes coffers are usually $15,000 richer. WRAY-TV owners, employes and talent all donate their services. So do technicians and other tv personnel from nearby stations.

As for WRAY-TV, after its brief period in the spotlight, it once again loses its eyes and voice—its equipment doomed to gather dust for another year. M.R. Lankford and 50 fellow townsmen own WRAY-TV.

Other Stations • A "Bandstand Bonanza" at KGO San Francisco. The station auctioned off items of real or imagined value, including a key to the city, donated by Mayor George Christopher. The key brought $100. The winner, asked why she wanted the key, said, "It has tremendous snob appeal."

• Albuquerque, N.M. radio stations sponsored a "March For the New March of Dimes." A representative of each of the seven reserve units of the city marched a distance of 12 miles. Each time a dime was donated, one reservist took a step forward. Each radio station had a reservist representing it. Total collected from the event: $14,000.

• A remote radiothon, lasting 108 hours was featured by WBUD Trenton.

• A WAYS Charlotte, N.C., disc jockey and public relations man went to jail for the March of Dimes. They were arrested for "disturbing the peace" while playing a piano from a street corner to raise funds. Bail was set at $1,000, and the d.j. was allowed to broadcast from his cell for appeals for funds. The "bail" money was turned over to the charity drive.

• A WIBC Indianapolis personality broadcast a session of his sidewalk "Pick-A-Pocket" program from an iron lung to dramatize the need to aid pre-Salk-vaccine polio victims.

• WLOS Asheville, N.C., gave away 4,000 records in exchange for donations. The one-day effort collected $500.

• WWDC Washington offered duplicate awards on its "Dollar Games." During the month the station donated $1,450 to the cause.

• WGRO Lake City, Fla., conducted a Battle of Music with listeners voting for their favorite type when sending in contributions.

• KOMO-TV Seattle, served as collection center for the Mothers' March on Polio. The March collected $108,000.

• Telethons were the order of the day in cities large and small. WTTG (TV) Washington and WITN (TV) Washington, N.C. were among stations featuring the endurance programs.

New word

Those in the television tape business stand in a fair way to add to the language. This already has been demonstrated by Ampex' registration of the word Videotape. Latest variation on the theme has been coined by John B. Lanigan, vice president-general manager of Videotape Productions of New York, who has contributed "tapeography" to the business vocabulary.

Mr. Lanigan mailed to the advertising and television community hundreds of dictionaries with this definition pasted in:

Tape·og'ra·phy (Tay·pog'ra·fi), *n.* Tapeography* is the art of recording hi-fidelity commercials and programs on Videotape** utilizing specific advanced technical and production technique as developed by and used at Videotape Productions of New York, two hundred and five West fifty-eighth Street, Judson two, three three hundred.

*Reg. Pending U.S. Pat. Off. **TM Ampex Corporation

Ad Week—1960

Advertising clubs throughout the country are planning campaigns in all media for Advertising Week, Feb. 14-20.

"Advertising helps you enjoy the good life!" the campaigns proclaim. The week is co-sponsored by Advertising Federation of America and Advertising Assn. of the West. They have sent campaign kits to agencies and ad clubs containing order blanks for radio and tv spots, scripts for locally-produced spots of several lengths as well as samples of posters, car cards, newspaper mats and magazine plates. A record is available for radio featuring Lawrence Welk, Ronald Reagan and others, on which the stars extol advertising's contribution to America's "good life." National task force agency for Advertising Week is Botsford, Constantine & Gardner, Portland, Ore.

Silver Anniversary

Talent and personalities that appeared 25 years ago on the dedicatory program of WEAV Plattsburgh, N.Y., played a return engagement for the station's anniversary program last Wednesday (Feb. 3). As part of the week-long commemoration, commentator Paul Harvey originated his ABC shows there and took part in the events planned by the community of Plattsburgh to mark the occasion. Plattsburgh Broadcasting Corp., licensee, also chose the Feb. 3 birthday to start operation of its new WEAV-FM on 99.9 mc.

• Drumbeats

Of corn and coin • Agency and promotion personnel in the Los Angeles area were treated to cans of corn, courtesy of KLAC, that city. Special labels around the cans announced that the *Dick Haynes Show* is "the kind of corn Los Angeles listeners love."

The plot is hatched • WFBM-TV Indianapolis viewers breathlessly followed two chicks' race with the stork. Two eggs, one marked "Solomon", the other "Sheba", were placed in an incubator with the station's audience invited to handicap which would hatch first and the date and time of birth. The promotion was designed to stir interest in the movie about two similarly-named Biblical persons. The egg was scratched; Solomon finished first and Sheba wound up in a photo—shown on WFBM-TV's feature movie show.

Perry's pull • The New Haven Railroad showtrain for Wednesday's (Feb. 10) *Perry Como Kraft Music Hall* was a four-day sellout. This run, fourth arranged by the line in the last five years, will carry 500 New England residents to New York in time to have dinner before the 8 p.m. NBC-TV show and get them back to Hartford by 1:30 a.m., earlier for points between. The ticket sales record has been equalled once on the New Haven RR tv runs: the last *Como Show* train four years ago. The railroad entertains showgoers enroute to the city in the manner of its Broadway show trains and the old radio show trains.

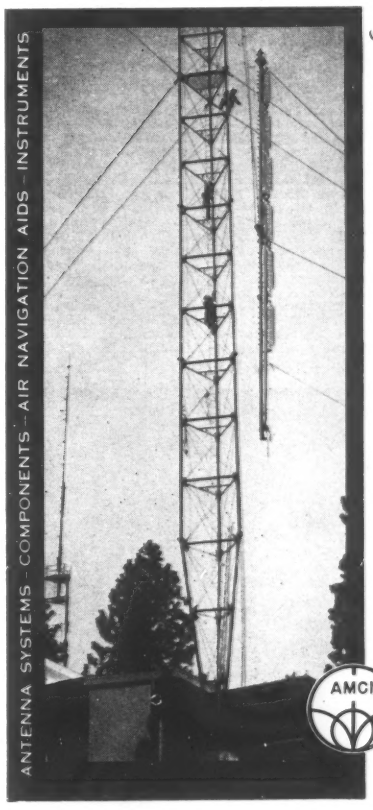
Another world's record? • KENO Las Vagas, which prides itself on setting "world's records" for broadcasting from unusual places (i.e. underwater, on horseback) has done it again. This time, the station claims its new personality Don Hinson (r) has set a record for continuous broadcasting from a roving taxicab. The record: 74 hours, 49 minutes. During the endurance test, Mr. Hinson interviewed passengers, including tv-movie star Richard Conte (c).

Council pow-wow • KYW-TV Cleveland claims the first telecast of a Cleveland City Council meeting. The station video-taped a Monday evening session and televised an hour-long version of highlights the following Sunday afternoon. KYW-TV plans to cover the Council on a "periodic" basis.

Facelifting • KTLA (TV) Los Angeles' executive offices, sales department and main lobby are being remodeled at a cost of $50,000. The move is described as another step in Paramount Television Productions' expansion plans for 1960.

Weighty politics • To effect a clean-up of the litter that follows an election, WWL-TV New Orleans offered prizes on its teenage *Saturday Hop* for the largest collection of political posters. Response: some 5½ tons of posters.

Chanel No. 5 • A perfumed promotion piece from WISN-TV Milwaukee states "Sweet smells come from many things . . . and the sweet smell of success comes from advertising dollars spent on WISN-TV." The brochure includes several success stories from station advertisers.



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- Directional TV Transmitting Antennas
- Tower-mounted TV Transmitting Antennas
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. . . have been proven in service.

Write for information and catalog.

ALFORD
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299 ATLANTIC AVE., BOSTON, MASS.

Station Authorizations, Applications

As Compiled by BROADCASTING

January 28 through February 3. Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter, unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization.—STA—special temporary authorization. SH—specified hours. °—educational. Ann. Announced.

New Tv Station

APPLICATION

Reno, Nev.—Rocky Mountain Tele Stations vhf ch. 4 (66-72 mc); ERP 5.785 kw vis., 2.893 kw aur.; ant. height above average terrain -496 ft., above ground 206 ft. Estimated construction cost $262,270, first year operating cost $312,000, revenue $384,000. P.O. address 355 N. Beverly Drive, Beverly Hills, Calif. Studio location Washoe County. Trans location Mapes Hotel, corner of N. Va. St. & 1st St. Geographic coordinates 39° 31′ 33″ N. Lat., 119° 48′ 41″ W. Long. Trans. RCA TT-2BL, ant. GE TY-60-C. Legal counsel Sher., Oppenheimer & Harris, 1026 Woodward Bldg., Washington, D.C. Consulting engineer Silliman, Moffet & Rohrer, 1405 G St. NW, Washington, D.C. Principals include **Benjamin Berger**, 40%, and **HarriScope Inc.**, 33⅓%. Mr. Berger owns amusement company. HarriScope Inc. is sole owner of KLFM (FM) Long Beach and has minority interest in KKAR Pomona, both California. Ann. Jan. 26.

Existing Tv Stations

CALL LETTERS ASSIGNED

KFBR (TV) Farmington, N.M.—Farmington Bcstg. Co.

WJPB-TV Weston, W. Va.—WJPB-TV Inc.

New Tv Translator

J. R. Karban, Rhinelander, Wis.—Granted cps for two new tv translator stations—one on ch. 73 to translate programs of WBAY-TV (ch. 2), Green Bay, and other on ch. 80 to translate programs of WLUK-TV (ch. 11), Marinette, Wis. Ann. Feb. 1.

New Am Stations

ACTIONS BY FCC

Lucedale, Miss.—Tri-County Bcstrs. Inc. Granted 1440 kc, 1 kw D. P.O. address William R. Guest, Station WPMP, Pascagoula, Miss. Estimated construction cost $13,150, first year operating cost $30,000, revenue $36,000. **Crest Bcstg. Co.** (WPMP) owns 72.36% of applicant. Ann. Jan. 28.

Fredericksburg, Va.—Star Bcstg Corp. Granted 1350 kc, 500 w D. P.O. address c/o *Free Lance-Star*, Fredericksburg. Estimated construction cost $27,529, first year operating cost $60,000, revenue $60,000. Owned 91% by **Free Lance-Star Publishing Co.**, publisher of *Free Lance-Star*, **Charles S. Rowe** (1.8%), editor and publisher, and others. Ann. Jan. 28.

Hoquiam, Wash.—Twin Cities Bcstg Co. Granted 1560 kc, 1 kw D. P.O. address Box 345, Forest Grove, Ore. Estimated construction cost $11,715, first year operating cost $45,000, revenue $52,000. Applicants are **Mr.** and **Mrs. Irving V. Schmidtke.** Mr. Schmidtke formerly owned KRWC Forest Grove. Ann. Jan. 28.

APPLICATIONS

Dardanelle, Ark.—Yell County Bcstg. Co. 1420 kc, 50 kw D. P.O. address Dardanelle, Ark. Estimated construction cost $11,947, first year operating cost $2,400, revenue $30,000. Applicant is **Eulis W. Cochran** who owns KCCB Corning, KTPA Prescott, and has 50% interest in KCCL Paris, all Arkansas. Ann. Jan. 28.

Scott City, Kan.—Bcstrs. of Scott City 1310 kc, 50 kw D. P.O. address 6535 W. Jewell Ave., Denver, Col. Estimated construction cost $14,650, first year operating cost $37,800, revenue $46,000. Applicants are **George B.** and **Florence Anderson**, 50% each; who are sole owners of KLIR-AM-FM Denver, Col.; KCLO Leavenworth, KJRG-AM-FM Newton, both Kansas; and KJSK Columbus, Neb. Ann. Feb. 4.

Lapeer, Mich.—Chief Pontiac Bcstg Co. 1530 kc, 1 kw D. P.O. address Box 448, Pontiac, Mich. Estimated construction cost $38,585, first year operating cost $60,000, revenue $70,000. Principals include **Lancing Bcstg. Co.**, 55% and others. Lancing owns 55% of Chief Pontiac, licensee of WPON Pontiac, Mich. Ann. Feb. 1.

Wyoming, Mich.—Wolverine Bcstg Co. 1530 kc, 50 kw D. P.O. address Box 175 Hastings, Mich. Estimated construction cost $31,755, first year operating cost $68,000, revenue $80,000. Applicants are **John C. Lane, Edward L. Barrett,** and **Edward Fitzgerald,** all 33⅓% each. Mr. Lane is postmaster of Galesburg, Mich.; Mr. Barrett is in automotive parts business; Mr. Fitzgerald is employe of WMAX Grand Rapids, Mich. Ann. Jan. 26.

Northfield, Minn.—Northfield Bcstg. Co. 1460 kc, 50 kw D. P.O. address 1821½ Logan Ave. S., Minneapolis, Minn. Estimated construction cost $34,000, first year operating cost $60,000, revenue $66,000. Applicants **Carroll E. Crawford** and **Kingsley H. Murphy Jr.**, equal partners, are co-owners KOTE Fergus Falls. Minn. Ann. Jan. 29.

Kent-Ravenna, Ohio — Portage County Bcstg. Corp. 1520 kc, 5 kw D. P.O. address 24 E. State St., Akron Ohio. Estimated construction cost $54,951, first year operating cost $90,000, revenue $105,000. Principals include **Roger P. Buckley,** 30%, **Sam Joseph,** 25%, and others. Mr. Buckley is in dairy business. Mr. Joseph is in automotive engine business. Ann. Jan. 26.

Portsmouth, Va.—D.D. Cameron 1010 kc, 5 kw D. P.O. address Box 990, Wilmington, N.C. Estimated construction cost $76,605, first year operating cost $65,000, revenue $75,000. Applicant holds 40% partnership interest in WECT-TV Wilmington, N.C. Ann. Feb. 4.

Richmond, Va.—Dover Bcstg. Co. 1530 kc, 10 kw D. P.O. address Dennys Rd., Dover, Del. Estimated construction cost $32,186, first year operating cost $72,000, revenue $75,000. Principals include **Henry Rau,** 68.6% and others. Mr. Rau is majority owner of WOL-AM-FM Washington, D.C., WDOV-AM-FM Dover, Del., and WNAV-AM-FM Annapolis, Md. Ann. Jan. 22.

Existing Am Station

ACTION BY FCC

WDUN Gainesville, Ga.—Granted change of operation on 1240 kc from 250 w, unl. to 250 w-N, 1 kw-LS, DA-D; engineering conditions. Ann. Jan. 28.

APPLICATIONS

WFRL Freeport, Ill.—Cp to increase power from 1 kw to 5 kw, install DA and make changes in trans. equipment. (1570 kc). Ann. Jan. 28.

WHIR Danville, Ky.—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1230 kc). Ann. Jan. 28.

WFTG London, Ky. — Mod. of license to change hours of operation from unl. to specified hours: (1400 kc) Mon. thru Sat.: 6:00 a.m. to 8:00 p.m. Sunday: 7:45 a.m. to 8:00 p.m. Ann. Feb. 1.

KCYL Lampasas, Tex.—Mod. of license to change hours of operation from unl. to specified hours: (1450 kc) Mon. thru Sat.: 5:00 a.m. to 7:00 p.m. Sunday: 7:00 a.m. to 1:00 p.m. Ann. Jan. 28.

WPRE Prairie du Chien, Wis.—Cp to increase power from 500 w to 1 kw. (980 kc). Ann. Feb. 1.

CALL LETTERS ASSIGNED

KBRN Brighton, Colo.—Mile High Bcstg. Inc. Changed from KHIL.

WKKD Aurora, Ill.—Russell G. Salter.

WAAP Peoria, Ill.—Peoria Bcstg. Co. Changed from WEEK.

KVOB Bastrop, La.—Bastrop Bcstg. Co. Changed from KGAN.

WDMV Pocomoke City, Md.—Ernest Tannen. Changed from WDVM.

WQMR Silver Spring, Md.—WGAY Inc. Changed from WGAY.

KMEO Omaha, Neb.—National Weekly Inc. Changed from KOWH.

WEMJ Laconia, N.H.—Lawrence Bcstg. Co.

WHLO Akron, Ohio—WHKK Bcstg. Co. Changed from WHKK.

KUTA Blanding, Utah—Jack W. Hawkins.

WKCW Warrenton, Va. — WKTF Inc. Changed from WKTF.

WVAR Richwood, W. Va.—Royal Bcstg. Co. Changed from WMNF.

WIXK New Richmond, Wis.—Radio St. Croix Inc.

New Fm Stations

APPLICATIONS

Augusta, Me.—Twin City Bcstg. Inc. 101.3 mc, 4.845 kw. P.O. address P.O. Box 307, 160 Bangor St., Augusta, Me. Estimated construction cost $18,518. Twin City is licensee of WFAU Augusta, Me. Applicant fm will duplicate am programming. Ann Feb. 4.

Wilmington, N.C.—Dunlea Bcstg. Industries Inc. 93.9 mc 6.8 kw. P.O. address P.O. Box 1889, Wilmington, N.C. Estimated construction cost $4,000, first year operating cost $3,000, revenue $6,000. Principals include **Richard A. Dunlea,** 50%, and others. Mr. Dunlea was former 58% owner of WMFD-TV Wilmington, N.C. Ann. Jan. 28.

Fulton, N.Y.—Cassill Radio Corp. 104.7 mc, 780 kw. P.O. address Station WOSC, Fulton, N.Y. Estimated construction cost $13,733, first year operating cost $53,500, revenue $60,000. Estimates based on both am and fm. Cassill is licensee of WOSC Fulton, N.Y. Ann. Jan. 21.

South Boston, Va.—Halifax Bcstg. Co. 97.5 mc, 2.4 kw. P.O. address Box 490, South Boston, Va. Estimated construction cost $10,712, first year operating cost $3,000, revenue $5,000. Applicant is **John L. Cole Jr.** who is owner of WHLF South Boston, and WMEK Chase City, both Virginia. Ann. Jan. 29.

Milwaukee, Wis.—Beacon Electronics Inc. 102.1 mc, 38.9 kw. P.O. address 715 N. Milwaukee St., Milwaukee, Wis. Estimated construction cost $20,450, first year operating cost $35,000, revenue $40,000. Principals include **Paul T. Foran,** 30.42%, and **Robert G. Bickel,** 14.07% and others. Both Messrs. Foran and Bickel are attorneys. Ann. Jan. 28.

Pewaukee, Wis.—Paul A. Stewart 103.7 mc, 5 kw. P.O. address Box 504 Madison, Wis. Estimated construction cost $28,585, first year operating cost $9,000, revenue $9,000. Applicant is owner of WRVB (FM) Madison, Wis. Ann. Feb. 4.

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SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING through February 3

	ON AIR		CP	TOTAL APPLICATIONS
	Lic.	Cps.	Not on air	For new stations
AM	3,398	60	78	775
FM	644	38	168	106
TV	471	52	100	124

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING through February 3

	VHF	UHF	TV
Commercial	447	76	523
Non-commercial	33	10	43

COMMERCIAL STATION BOXSCORE

As reported by FCC through December 31, 1959

	AM	FM	TV
Licensed (all on air)	3,398	644	470[1]
CPs on air (new stations)	58	34	52[2]
CPs not on air (new stations)	71	160	100
Total authorized stations	3,527	838	673
Applications for new stations (not in hearing)	525	71	60
Applications for new stations (in hearing)	248	34	63
Total applications for new stations	733	105	123
Applications for major changes (not in hearing)	651	32	32
Applications for major changes (in hearing)	171	4	10
Total applications for major changes	721	36	42
Licenses deleted	0	0	0
CPs deleted	0	0	0

[1] There are, in addition, ten tv stations which are no longer on the air, but retain their licenses.

[2] There are, in addition, 38 tv cp-holders which were on the air at one time but are no longer in operation and one which has not started operation.

Existing Fm Stations

ACTIONS BY FCC

WTVB-FM Coldwater, Mich. — Granted change of operation from class A on 98.3 mc, ERP 260 w, ant. height 230 ft., to class B on 98.5 mc, ERP 6.3 kw, ant. height 210 ft. Ann. Jan. 28.

Commission granted SCA for following fm stations to engage in functional music operation on multiplex basis: WJIM-FM Gross Telecasting Inc., Lansing, Mich.; KPSR (FM) Richard T. Sampson, Palm Springs, Calif. and WDAE-FM Smiley Properties Inc., Tampa, Fla. Ann. Jan. 28.

CALL LETTERS ASSIGNED

KBOI-FM Boise, Idaho—Boise Valley Bcstrs. Inc.

KEBR (FM) Sacramento, Calif.—Family Stations Inc. Changed from KGMS-FM.

KZFM (FM) Cortez, Col.—KVFC Inc.

WGAY (FM) Washington, D.C.—WGAY Inc. Changed from WSHO (FM).

WMFP (FM) Ft. Lauderdale, Fla.—Percy B. Crawford.

WRAY-FM Princeton, Ind. — Princeton Bcstg. Co.

KDMI (FM) Des Moines, Iowa—Percy B. Crawford.

KWIX (FM) St. Louis, Mo.—Continental Bcstg. Corp.

WIL-FM St. Louis, Mo.—WIL.

WCMF (FM) Rochester, N.Y.—Community Music Service Inc.

WHEN-FM Syracuse, N.Y.—Meredith Syracuse Radio Corp.

WCOW-FM Sparta, Wis.—Sparta-Tomah Bcstg. Co. Inc.

Ownership Changes

ACTIONS BY FCC

KCOP (TV) Los Angeles, Calif.—Granted (1) renewal of licenses and (2) acquisition of positive control by **NAFI Corp.** through exchange of stock by **Harry L. (Bing) Crosby Jr., Kenyon Brown, George L. Coleman, Joseph A. Thomas** and **Alvin G. Flanagan.** NAFI Corp. is licensee of KPTV-TV Portland, Ore. Comr. Bartley issued following dissenting statement: "For 32 years the Commission (and its predecessor) has consistently held that the principle of integration of ownership-control and management of broadcast licensees is sound public policy. If this principle is still valid, I fail to see why the Commission should grant its consent to this transfer. If this principle is to mean anything, it should not be allowed to be abated through transfer of control." Ann. Jan. 28.

KATZ St. Louis, Mo.—Granted assignment of license to **Laclede Radio Inc. (Ralph N. Weil,** president); consideration $600,000. Ann. Jan. 29.

KFBB-AM-TV Great Falls, Mont.—Granted transfer of control from **Joseph P. Wilkins** et al to **KFBB Bcstg. Corp.** (Joseph P. Wilkins, president); consideration $616,000. Ann. Jan. 28.

WLMJ Jackson, Ohio—Granted transfer of control from **J. E. Willis** to **Dean C. Stuhlmueller;** consideration $42,500 and transferor assumption of $17,500 liabilities. Ann. Jan. 28.

WDAR Darlington, S.C.—Granted assignment of license from **Ralph W.** and **Emily G. Hoffman** to **Walter P. Pearce;** consideration $61,750. Ann. Jan. 28.

APPLICATIONS

KAAB Hot Springs, Ark—Seeks assignment of license of **Phoenix Inc.** from corporation to partnership. No financial consideration involved. Ann. Feb. 4.

KSDA Redding, Calif.—Seeks assignment of license of **Radio Redding Inc.** from **Paul B. Patrick,** 40% and **Wilford B. Moench,** 60%, to **Wilford B. Moench,** sole owner, for $6,000. Ann. Feb. 4.

KGEK Sterling, Col.—Seeks assignment of license of **KGEK Inc.** from **Elmer G. Beehler,** sole owner, to **Alvin A. Ross,** 80%, and Mr. Beehler, 20%, for $40,000 paid by Mr. Ross for his shares. Mr. Ross is station manager of KGEK. Ann. Feb. 4.

WFAB South Miami, Fla.—Seeks transfer of cp from **WFAB Inc.** to **United Bcstg. of Eastern Virginia Inc.** for $40,000 representing sale of 60% of stock. Contingent upon transfer, **Louis G. Jacobs,** 40%, will transfer his shares to United for unspecified terms. United has agreed to employ **Harold E. King,** 60% transferee, as consultant for three year period for $30,000. United is subsidiary of **Friendly Bcstg. Co.,** owners of WOOK Washington, D.C.; WSID-AM-FM, Baltimore, Md.; WARK-AM-FM Hagerstown, Md.; WANT Richmond, and WYOU Newport News, both Virginia; WJMO Cleveland Heights, Ohio; WINX Rockville, Md.; WFAN (FM) Washington, D.C.; WCUY (FM) Cleveland Heights, Ohio; and WMUR-TV Manchester, N.H. Ann. Jan. 14.

KFRA Franklin, La.—Seeks assignment of cp of **KFRA Inc.** from **Lionel B. DeVille,** sole owner, to Mr. DeVille, and **Chris T. Duplechain,** 45% each, principal purchasers, for $7,200. Ann. Feb. 4.

WPNF Brevard, N.C.—Seeks transfer of control of **Pisgah Bcstg Inc.** from **Stella W. Anderson,** administratrix of estate of **Ed. M. Anderson,** deceased, to **Stella W.** and **Stella W. (Billie) Anderson.** No financial

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consideration involved. Stella W. Anderson is administratrix of WBBO-AM-FM Forest City, WIFM Elkin, and WBRM Marion, all North Carolina. Ann. Feb. 1.

WBBO-AM-FM Forest City, N.C.—Seeks transfer of control of **Rutherford County Radio Inc.** from **Stella W. Anderson**, administratrix of estate of **Ed. M. Anderson**, deceased, to **Stella W.** and **Stella W. (Billie) Anderson**. No financial consideration involved. Stella W. Anderson is administratrix of WIFM Elkin, WBRM Marion, and WPNF Brevard, all North Carolina. Ann. Feb. 1.

KARA Alburquerque, N.M.—Seeks transfer of control of **KARA Inc.** from **Nickolas W. White**, 51%, **John P. Gallagher**, 11.25% (plus Mrs. Gallagher's 11.25%) to **John P. Gallagher**, 36.75% (plus Mrs. Gallagher's 11.25%) and **Nikolas W. White**, 25.5% for $14,300. Ann Feb. 1.

WAKU Latrobe, Pa.—Seeks assignment of license from **WAKU Inc.** to **Joel W. Rosenblum**, sole owner, for $64,558. Mr. Rosenblum has majority interests in WISR Butler, Pa., and WTIG Massillon, Ohio. He is also sole owner of WACB, Kittanning, Pa. Ann. Feb. 1.

WJVW North Augusta, S.C.—Seeks assignment of cp of **North Augusta Bcstg. Co.** from **Ted Woodard**, 10% and others to **Shelton J. Rimer**, 73%, and **Ted Woodard**, 27%, for $2,808. Mr. Rimer is in the real estate business. Ann. Feb. 4.

WBPD Orangeburg, S.C.—Seeks assignment of license from **Radio Orangeburg**, a partnership, to **Radio Orangeburg Inc**, corporation. No ownership changes or financial consideration involved. Ann. Jan. 28.

KBRK Brookings, S.D.—Seeks assignment of license of **Brookings Bcstg Co.** from **Robert J. Reimers, Eugene J. Platek** and **Eider C. Stangland**, 33⅓% each, to Messrs. Reimers and Platek, equal partners for $28,-704 paid to Mr. Stangland for his shares. Ann. Feb. 1.

WBIR-AM-FM-TV Knoxville, Tenn.—Seeks assignment of license from **WBIR Inc.** to **Taft Bcstg. Co.** Merger into parent organization; no ownership changes or financial consideration involved. Ann. Feb. 1.

WHEY Millington, Tenn.—Seeks assignment of license from **Memphis-Millington Bcstg. Co.** to **WHEY Radio Service** for $63,-500. Purchasers are **John M. Latham** and **Robert C. Whiteley Jr.**, equal partners. Mr. Latham is 50% owner WTRO Dyersburg, and Mr. Whiteley is 50% owner of WKBL Covington, both Tennessee. Ann. Feb. 4.

KUTI Yakima, Wash.—Seeks assignment of license from **Harrison A. Roddick**, sole owner, to **Yakima Valley Radio Inc.** for $150,000. Purchasers are **H.G. Wells Jr., David McKay, H.Q. Joucken**, all 33⅓% each. Mr. Wells is former general manager of KOLO Reno. Mr. McKay is president of telescription system. Mr. Joucken is secretary-treasurer of telescription system. Ann. Feb. 1

WJPB-TV Weston, W.Va.—Seeks transfer of control of **WJPB-TV Inc.** from **J.P. Beacom**, sole owner, to **Thomas P. Johnson**, 47.5%, and **George W. Eby**, 2.5%, for $100,000. Mr. Beacom will pay into corporation additional $85,000 for 50% interest. In addition, **Telecasting Inc.**, of which Mr. Johnson is president, will withdraw its application for tv facilities in Weston. Ann. Jan. 28.

WFAW Fort Atkinson, Wis.—Seeks assignment of license of **Blackhawk Bcstg. Co.** from **Nathan L. Goetz, Robert Goetz, Merlin J. Meythaler** and **Robert K. Brown**, all 25% each, to same principals, 20%, plus **William Shepherd**, 20% for $3,000, plus $4,800 assumption of debt which totals $24,000. Mr. Shepherd is employee of WFAW. Ann. Feb. 4.

WCCN Neillsville, Wis—Seeks transfer of control of **Central Wisconsin Bcstg. Inc.** from **Herman North**, 52% and **Howard Sturtz Jr.**, 39% to Mr. Sturtz, 46% and Mr. North, 45.2%, for $2,020 paid to Mr. North. Ann. Jan. 29.

Hearing Cases

FINAL DECISIONS

By a decision, Commission (1) denied protest by Tomah-Mauston Bcstg. Inc. (WTMB), Tomah, Wis., and (2) affirmed Oct. 22, 1958 grant of application of Jack L. Goodsitt for new am station (WTOJ) to operate on 1460 kc, D, in Tomah. Comrs. Craven and Cross not participating. March 12, 1959 initial decision looked toward this action. Ann. Jan. 28.

By decision, Commission granted application of Star Bcstg. Corp. for new fm station to operate on 1350 kc, 500 w, D, in Fredericksburg, Va., and denied competing application of Historyland Radio for same facilities. An Oct. 7, 1958 initial decision looked toward granting application of Historyland and denying Star. Ann. Jan. 28.

By order, Commission made effective immediately Oct. 13 initial decision and denied application of Rollins Bcstg. Inc., for additional time to construct changed nighttime facilities of KATZ St. Louis, Mo., from 1 kw to 5 kw and modify directional array. KATZ is licensed on 1600 kc, 5 kw-D, 1 kw-N, DA-N. Ann. Jan. 28.

By order, Commission made effective immediately Dec. 9 initial decision and granted application of Tri-County Bcstrs. Inc., for new am station to operate on 1440 kc, 1 kw, D, in Lucedale, Miss. Ann. Jan. 28.

INITIAL DECISIONS

Hearing Examiner Forest L. McClenning issued initial decision looking toward granting application of Suburban Bcstg. Corp. for new am station to operate on 1390 kc, 500 w, D, in State College, Pa. Ann. Feb. 1.

Hearing Examiner Charles J. Frederick issued initial decision looking toward waiving provisions of Sec. 3.188 and granting application of KVFC Inc., to change operation of KVFC Cortez, Colo., from 1 kw, D, to 250 w-N, 1 kw-LS, DA-N, continuing operation on 740 kc. Ann. Feb. 1.

Hearing Examiner Millard F. French issued initial decision looking toward granting application of Fayetteville Bcstg. Co. to change facilities of station KHOG Fayetteville, Ark., from 1450 kc, 250 w unl., to 1440 kc, 1 kw, D. Ann. Feb. 1.

OTHER ACTIONS

By memorandum opinion and order, Commission, on petition by WTVY, Inc., terminated proceedings on order to show cause why its WTVY (TV) should not operate on ch. 4 instead of ch. 9 in Dothan, Ala. WTVY (TV) has now consented to modification of its license, rendering continuance of proceeding unnecessary. Ann. Feb. 1.

By order, Commission lifted stay of its July 15, 1959 report and order in the Columbus, Ga.-Dothan, Ala., tv rulemaking proceeding and made effective Feb. 1 modification of licenses of WTVY Inc., to operate station WTVY (TV) on ch. 4 instead of ch. 9 in Dothan, Ala., Columbus Bcstg. Inc., to operate station WRBL-TV on ch. 3 instead of ch. 4 in Columbus, Ga., and Martin Theatres of Georgia Inc., to operate station WTBM (TV) on ch. 9 instead of ch. 28 in Columbus, Ga. Ann. Feb. 1.

KBBI Los Angeles, Calif. Benjamin C. Brown, Oceanside, Calif.—Designated for consolidated hearing applications of KBBI to change from ERP 19.5 kw, ant. height 175 ft., to ERP 33.95 kw, ant. height 2,783.6 ft., continuing operation on 107.5 mc, and Mr. Brown for new class B fm station to operate on 107.7 mc; made Sierra Madre Bcstg. Co., Sierra Madre, Calif., party to proceeding. Ann. Jan. 28.

By memorandum opinion and order, Commission granted petition for reconsideration by Broadcast Bureau and amended June 17, 1959, order to extent of ordering that application of Orange County Bcstg. Corp. to increase power of station WGNY Newburgh, N.Y., from 1 kw to 5 kw, continuing operation on 1220 kc, D be retained in hearing and held in pending file without final action pursuant to Commission's public notice of June 18, 1957, pending ratification and effectiveness of U.S.-Mexico agreement with respect to operation on Mexican clear channels with 5 kw power during daytime hours. Comrs. Bartley and Cross dissented, latter issuing statement. Ann. Jan. 28.

By memorandum opinion and order, Commission denied petition by Interstate Bcstg. Inc. (WQXR), New York, N.Y., for review of Chief Hearing Examiner's order denying WQXR leave to intervene in proceedings on am applications of Consolidated Bcstg. Industries Inc., Natick, Mass., et al. Comr. Craven not participating. Ann. Jan. 28.

Helena T.V. Inc., Helena, Mont.—On own motion, Com. (1) reconsidered and set aside its Dec. 29, 1959 action granting application for new tv station to operate on ch. 10, and (2) is advising Helena that application indicates necessity of hearing on financial questions. Comr. Lee absent. Ann. Jan. 28.

Radio Anchorage Inc. Anchorage, Alaska—Is being advised that application for new tv station to operate on ch. 13 indicates necessity of hearing. This letter supersedes 309(b) letter of Jan. 6. Comr. Lee absent. Ann. Jan. 28.

John Clemon Greene Jr., Winchester, Va. WSLS Roanoke, Va. Edwin R. Fischer, Winchester, Va. — Designated for consolidated hearing applications involving use of 610 kc; made WHJB Greensburg, Pa., WIP Philadelphia, Pa., and WTVN Columbus, Ohio, parties to proceeding; denied petition by Mr. Greene to dismiss Fischer application. Ann. Jan. 28.

Commission addressed following letter to Laclede Radio Inc., N.Y.:

"This is with reference to the application for Commission consent to the voluntary assignment of license of Station KATZ St. Louis, Mo., from Rollins Broadcasting, Inc., to Laclede Radio Inc.

"A review of this application reveals that Messrs. Milton M. Rink, G. Sumner Collins, and Harry S. Goodman, and The Hall Syndicate Inc., are stockholders in the proposed assignee corporation. The application further indicates that Mr. Blink has substantial interests in the music publishing and record business; that Mr. Collins is engaged in the publishing and record business; that Mr. Collins is engaged in the publication of a newsletter; that Mr. Goodman's principal business is that of a radio program producer and a radio-television station representative; and that The Hall Syndicate Inc., is 'engaged in the distribution of syndicated columns to newspapers throughout the United States.'

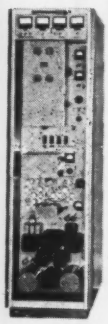
"Item 9, Sec. IV of the application which concerns the average number of broadcast hours per week which will be used in advertising or promoting any business, profession or activity other than broadcasting in which the applicant is engaged or financially interested either directly or indirectly, requires a definitive response. In view of the other business interests of the assignee corporation's stockholders, the assignee's answer of 'not applicable' is not acceptable.

"In view of the above a question is presented as to whether the proposed acquisition of Station KATZ by the assignee corporation will be used to promote or enhance the various private business interests of the above-named stockholders in preference to other businesses engaged in providing music, news, or program services to broadcast stations. In view of this, it will be necessary for you to supply this Commission with the following additional detailed information:

"1. State whether the assignee corporation will use its proposed acquisition of Station KATZ to enhance or promote any music, news service, or program production business in which any of its stockholders have an interest.

"2. State the average number of hours per week which will be used in advertising or promoting any business, profession, or activity in which the applicant, or its stockholders, are engaged or financially interested, either directly or indirectly.

"3. State whether there is any agreement, written or oral, express or implied, whereby the proposed assignee corporation has agreed, or will agree, to use, in its operation of Station KATZ



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the products or services of businesses in which its stockholders have an interest. If so, will such products or services be used in preference to, or to the exclusion of, like products or services furnished by other persons or corporations?

"4. Submit copies of any written agreements, or written memoranda of the substance of any oral agreements, entered into, or which are proposed to be entered into, between the proposed assignee corporation and any of its stockholders, or businesses in which its stockholders have an interest.

"The information requested above should be submitted as an amendment to the application within twenty (20) days from the date of this letter in order that further consideration may be given the application and should be submitted in triplicate, subscribed and verified in accordance with the provisions of Sec. 1.303 of the rules of practice and procedure of the Commission." Ann. Jan. 28.

Routine Roundup

Commission addressed following letter to D.R. Hull, president of Electronic Industries Assoc.:

"This is with reference to your letter of October 15, 1959, requesting that the FCC take necessary action to establish the National Stereophonic Radio Committee (NSRC) on an organizational basis similar to the Television Allocations Study Organization (TASO).

"As you are aware, the Commission has recently extended the date for filing comments in response to its Notice of Inquiry in Docket No. 12517 concerning stereophonic fm broadcasting from December 11, 1959, to March 15, 1960. This extension was based principally on the representations in the petition filed by the Electronic Industries Association (EIA) indicating that the National Stereophonic Radio Committee will work diligently to complete its tests and consideration of stereophonic fm broadcast systems by March 15, 1960.

"The Commission is desirous of proceeding expeditiously with its consideration of fm stereo in light of the interest which has developed in it and its relatively long pendency before the Commission. Accordingly, the Commission desires that suitable standards for fm stereophonic broadcasting be finally adopted prior to consideration of stereophonic broadcasting in the standard broadcast or the television broadcast services. Therefore, the Commission contemplates that it will be in a position shortly after March 15, 1960 to consider the issuance of a Notice of Proposed Rule Making in the matter giving consideration to comments filed in Docket No. 12517, the date to which the Commission has extended the time in which to file comments.

"In light of the foregoing, the Commission has established a high priority for the fm stereo study, and in view of this factor believes that further consideration of your request should be deferred until completion of the above proceeding. Accordingly, it cannot accede to your request that it take the necessary action to establish the National Stereophonic Radio Committee on an organizational basis similar to TASO at this time.

"The Commission recognizes the importance of the work being performed by NSRC in this field and you can count on the Commission's cooperation whenever possible." Ann. Jan. 28.

ACTIONS ON MOTIONS

By Comr. Rosel H. Hyde

Granted petition by Tribune Publishing Co. for extension of time to Feb. 15 to file exceptions to initial decision in proceeding on its application and that of Fisher Bcstg. Co., for new tv stations to operate on ch. 2 in Portland, Ore. Action Jan. 28.

Granted petition by Blue Island Community Bcstg. Inc., for extension of time to reply to opposition by Elmwood Park Bcstg. Corp. to petition by Blue Island to modify and enlarge issues in proceeding on its application for new fm station in Blue Island, Ill., et al.; extended time for reply to date upon which replies will be due on other pleadings submitted in support of opposition to petition by Blue Island to modify and enlarge issues. Action Jan. 29.

Denied petition by Southbay Bcstrs. insofar as it requests extension of time to respond to petition to enlarge issues in proceeding on its application for new am station in Chula Vista, Calif. Action Jan. 29.

By Chief Hearing Examiner James D. Cunningham

Granted petition by Skokie Valley Bcstg. Co., Evanston, Ill., for dismissal without prejudice of its am application which was in consolidated proceeding with am applications of Charles J. Lamphier, Golden Valley, Minn., et al. Action Feb. 1.

Scheduled hearings in following proceedings on dates shown: March 14: On applications of Greentree Communications Enterprises Inc., and Jerrold Electronics Corp., for new tv stations to operate on ch. 9 in Flagstaff, Ariz. April 11: On am applications of Cecil W. Roberts and Jane A. Roberts, Poplar Bluff, Mo., et al. Action Jan. 25.

Continued to date to be later specified, hearing scheduled to commence on Feb. 3 in proceeding on application of The Spartan Radiocasting Co. (WSPA-TV), Spartanburg, S.C. Action Jan. 28.

Scheduled hearing conference for 9:30 a.m., Jan. 28, in proceeding on application of The Spartan Radiocasting Co. (WSPA-TV), Spartanburg, S.C. Action Jan. 29.

Denied request for issuance of three subpoenas *duces tecum* filed by Wilton E. Hall (WAIM-TV ch. 40), Anderson, S.C., and Greenville Tele. Co. (WGVL ch. 23), Greenville, protestants in remand proceeding on application for modification of cp to change trans. site of Spartan Radiocasting Co. (WSPA-TV ch. 7), Spartanburg, S.C. Action Jan. 29.

By Hearing Examiner J.D. Bond

Granted motion by Dixieland Bcstrs. for extension of time to Feb. 1 to respond to petition by Springhill Bcstg. Inc. for reconsideration in proceeding on its application which is in consolidated proceeding with am applications of Cookeville Bcstg. Co., Cookeville, Tenn., et al. Action Jan. 26; granted petitions for leave to amend their am applications by John M. McLendon tr/as Radio Mississippi, Jackson, Miss., Port Allen Bcstg. Co., Port Allen-Baton Rouge, La., Birmingham Bcstg. Co., Birmingham, Ala., Cosmopolitan Bcstg. Co., Memphis, Tenn., and denied petition for leave to amend its application by Springhill Bcstg. Inc., Mobile, Ala., all involving changes affecting radiation patterns; and ordered that for appeal purposes effective date of this order shall be Jan. 28; applications are in consolidated proceeding with am applications of Cookeville. Action Jan. 27.

Granted petition by Tomah-Mauston Bcstg. Inc. (WTMB), Tomah, Wis., to extent of extending time to Feb. 1 to file opposition to petition by Bill S. Lahm, Wisconsin Rapids, Wis., to delete issue in proceeding on their am applications. Action Jan. 28.

By Hearing Examiner Thomas H. Donahue

Granted motion by Caro Bcstg. Co. for extension of time from Jan. 29 to Feb. 8 to file proposed findings of fact and conclusions of law in proceeding on its application and that of Tuscola Bcstg. Co., for new am stations in Caro, Mich. Action Jan. 27.

By Hearing Examiner Charles J. Frederick

Continued prehearing conference from Jan. 28 to Feb. 4 on order to Mile High Stations Inc. to show cause why license for its am station KIMN Denver, Colo., should not be revoked for certain program material broadcast. Action Jan. 27.

Granted motion by E. Anthony & Sons Ins. (WOCB), West Yarmouth, Mass., to extent of changing date for exchange of engineering data by group 7 from Feb. 1 to Feb. 19 and date for further prehearing conference from Feb. 15 to March 7. Action Jan. 26; ordered that, in future, all parties submitting documents of any nature shall clearly identify thereon group in which they are applicants or are related. Action Jan. 26; granted motion by James Bcstg. Inc. (WJTN), Jamestown, N.Y., to change date for exchange of engineering data in group 4 from Jan. 25 to Feb. 8 and for further prehearing conference from Feb. 9 to 2 p.m., Feb. 23. Action Jan. 27, all in consolidated proceeding on am application of Fredericksburg Bcstg. Corp. (WFVA), Fredericksburg, Va., et al.

By Hearing Examiner Millard F. French

Granted motion by Florida Gulfcoast Bcstrs. Inc., for extension of time from Feb. 16 to March 1 to file reply findings and conclusions and from March 15 to April 1 to file reply to conclusions in Largo, Fla., tv ch. 10 proceeding. Action Feb. 1.

By Hearing Examiner Annie Neal Huntting

Granted motion by Charles E. Springer for continuance of dates designated for various procedural steps in proceeding on his application and that of James J. Williams for new am stations in Williamsburg

Continued on page 107

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RADIO

Help Wanted—Management

Commercial manager: For top rated Pulse and Hooper 5 kilowatter in metropolitan Alabama market. Must have successful sales record. This is chain operation with definite opportunity toward management. Send complete resume to Box 966R, BROADCASTING.

$15,000 will buy ½ interest for right man to manage radio station in Chase City, Virginia. All new equipment. Call or write John L. Cole, Jr., Box 490, South Boston, Va., phone 2-9988.

Sales

$125.00 weekly for salesmen. Also bonus and commission. Metropolitan market east coast. Opportunity unlimited. Box 865P, BROADCASTING.

$100-$150 weekly guarantee plus commission and bonus plan for aggressive self-starter salesman. Top station Washington, D.C. market. Box 867P, BROADCASTING.

South Florida metropolitan market needs experienced salesman. Apply only if you have successful radio selling record which can be verified. No beginners please, pros only. Box 720R, BROADCASTING.

Think you can sell tv? We will train an experienced radio salesman for a steady, secure, sales job in tv, if he can produce results. Incentive plan plus other benefits. New York state. NBC affiliate. Send resume to Box 118S, BROADCASTING.

Top salesman needed for leading station in market. Five hundred dollars a month to start work. West Palm Beach, Florida. Box 188S, BROADCASTING.

Sales manager 5 kw am. Excellent opportunity for man with good sales record who is ready for management. Number one station in three station market. Salary is excellent. Box 190S, BROADCASTING.

Self-starter second salesman for solid operation. Good market New York state. Opportunity to settle, earn, learn. Box 223S, BROADCASTING.

Local sales manager. If you're number two man in sales, couple executive abilities with proven sales achievements, this is for you. Unusual opportunity to join long established prestige station in southern New York state. Progressive, nice sized community. Station affiliated with leading newspaper, radio-tv group. Exceptional company benefits, security and advancement. Salary incentive and profit sharing plan. Interview required. Send resume, all replies confidential. Box 250S, BROADCASTING.

Experienced time salesman. Start at once. Non-returnable monthly draw against commission. Send photo, resume. Fred Epstein, KSTT, Davenport, Iowa.

Fulltime independent, for 23 years the leading sports station in the nation, requires combination man who can sell, announce and do play-by-play. Immediate opening, starting salary $75.00 per week, plus sales commissions. Send resume and tapes. KOCA, Kilgore, Texas.

Salesman—Here's a job with a $10,000 annual potential for the right man. If you'd like to work at the leading radio station in this market of ½ million, send full particulars to Sid Beighley, General Manager, WMBR, Jacksonville, Florida. Our station is a CBS affiliate, promotion-minded and owned by Ben Strouse of WWDC, Washington. Commission: 15%—Guarantee to the right man for a reasonable period.

Help Wanted—(Cont'd)

Announcers

Modern number one format station in one of ten largest markets auditioning fast-paced, live-wire announcers. Key station leading chain offers big pay, big opportunity. Send tape to Box 864P, BROADCASTING.

Experienced announcer-newsman wanted by Illinois kilowatt, adult music station, for combination duties of deejay and newsman. Excellent starting pay, many fringe benefits for mature announcer with proved ability in news gathering, writing and air work. Personal interview necessary. List age, education, family status, references, phone number, experience in detail. Box 702R, BROADCASTING.

AM-fm station with new equipment, new studios wants a new announcer who likes to earn his money. Should be experienced, stable and able to do some news. Send tape, resume to Box 770R, BROADCASTING.

Florida. Fast paced station needs lively swinging dj. Rush tape, resume. Box 872R, BROADCASTING.

Announcer with first phone for Michigan remote operation. No maintenance . . . must be fully experienced in all-around radio work, including sales. Good salary, benefits and commission. Permanent only. Tape and resume to Box 114S, BROADCASTING.

2 announcers-salesmen wanted for top-rated daytime station in West Virginia. Send tape, resume. Box 119S, BROADCASTING.

Experienced morning man needed for Pennsylvania music and news, $85.00 to start. Box 161S, BROADCASTING.

Good adult music announcer with first phone. Excellent job with medium market station, southwest. Established and top station in market. Presently using 4 announcers. Write full details first letter. Box 174S, BROADCASTING. Our employees know of this ad.

Unusual opportunity announcer-salesman fast growing Carolina market operation, lively daytimer. Base plus commission. Possible future management. Send tape, resume. Box 224S, BROADCASTING.

Capable announcer with enthusiasm and sincerity, middle-of-the-road music, modern sound but no blatant r-and-r, salary about $100—strong station in medium-size market midwest. Send background info and tape to Box 241S, BROADCASTING.

Top announcer for top rated station in Atlantic City, New Jersey area. Salary open, must be experienced. Send tape, resume and photo. None can be returned. Box 246S, BROADCASTING.

Announcer—strong air personality. Good on copy and/or news. Opportunity with growing Florida station. Box 247S, BROADCASTING.

Announcer for midw.st am-tv operation. Includes daily tv booth trick plus afternoon dj show geared to teen audience. Send photo, resume, salary requirements to: Gene Milsteen, KFEQ, Broadcasting Co., St. Joseph, Missouri.

Wanted immediately: DJ with 1st phone. Air mail tape and salary requirements to KIXZ, Amarillio, Texas.

Combination man, strong on announcing. 5 kw CBS, western Nebraska. Ideal working conditions, new building. Bonus plan. Send audition tape and data to KOLT, Scottsbluff, Nebraska.

Help Wanted—(Cont'd)

Announcers

Combo-announcer with first ticket. No maintenance necessary. Adult format with emphasis on news. Send resume, tape and pix to G. C. Packard, KTRC, Box 1715, Santa Fe, N.M.

Announcer with first class ticket. Station WAMD, Aberdeen, Maryland.

Maryland independent has immediate opening for experienced staff announcer. WASA, Havre de Grace.

Staff announcer for 5 kw independent. Must have commercial announcing experience. Good salary and profit sharing plan. WCOJ, Coatesville, Pennsylvania.

WCPA, Clearfield, Pennsylvania will soon have an opening for a good, experienced announcer. Salary open. Good opportunity with growing radio and newspaper chain. Send tape and resume to George Mastrian.

Experienced morning man wanted for 5000 watt ABC network station in Plattsburgh, New York. Excellent salary and working conditions. If you are not an experienced morning man, please do not apply as only men with experience will be considered. Send tape to General Manager, WEAV, 38 Cort St.

Announcer wanted—Morning man—40 hour week. Paid hospitalization and life insurance—two weeks annual vacation—no top 40, please. Send tape, salary expectation. Radio Station WEED, Rocky Mount, North Carolina.

Experienced, mature disc jockey with good sense of showmanship and tight production. Long established adult appeal station in live market. Salary minimum after first year $6,240.00. Send tape, photo and details to WFDF, Flint, Michigan.

FM announcer wanted. If you have experience in fm and know classical, semi-classical music, have a mature voice for good operation. Send audition tape and covering letter at once to Vice President, WGH-FM, Box 98, Newport News, Virginia.

Georgia 5,000 watt independent in small town wants an announcer who can deliver commercials that sell. Prefer at least two years fulltime announcing experience in the south. Middle of the road music policy. No format. No razzle-dazzle. Give all details and salary expected in first letter. WLET, Toccoa, Georgia.

Negro dj, thoroughly experienced. Good production. Send tape, photo and resume. Excellent working conditions. Company benefits. Salary open. Manager, WOBS, Jacksonville, Florida.

Immediate opening for morning man at new medium-paced community station in family group. Excellent salary and working conditions in modern new plant. Also opening for announcer—first phone. Telephone Swan 3-4104, Plymouth, North Carolina or write WPNC.

Excellent opportunity for good announcer with sales experience. $125.00 per week plus sales commission and car expense. Good music station suburban Cleveland. Send tape and resume interview later. WPVL, Painesville, Ohio.

Wanted, experienced announcer with first phone. WSYB, Rutland, Vermont.

Technical

Experienced maintenance man for Pennsylvania station. Box 707R, BROADCASTING.

Help Wanted—(Cont'd)

Technical

1,000 watt station in southeast has opening for chief engineer-combination announcer. Good salary and excellent working conditions for right man. Send resume, references and tape to Box 176R, BROADCASTING.

Chief engineer-announcer for am-fm station near Los Angeles. If can sell too, start at $500. Phone Overland 8-1570 or write Box 2185, Riverside, California.

Wanted: First class engineer capable of routine maintenance on 250 watt full-time station. Must be above average announcer with strong news ability. Starting salary $110 per week. Contact KRTN, Raton, New Mexico, with complete resume.

Combination first class engineer and announcer-dj on upstate NY daytime station. Responsible position. Start soon as possible. WPDM, Potsdam, N.Y.

We need a chief engineer-announcer. First job, help design new control room. Ours is 1000 watt modern independent in good college town. Further expansion planned. Send tape and resume to WSPT, Stevens Point, Wisconsin.

New England, 5000 watt, immediate opening first phone engineer. Experience unnecessary. Good salary, excellent working conditions. Phone, WTSN, Dover, N.H. Sherwood 2-1270.

Wanted, man with first class license who can sell and announce. Position with a growing firm. Phone Mr. Graham, 4200, Vidalia, Ga., or write P.O. Box 454, Vidalia, Ga.

Production-Programming, Others

Copy and production man. Medium market Texas station. Also need news director. Box 177S, BROADCASTING.

News director radio and tv. Completely equipped network affiliate. If you are not satisfied with your present position, send photo and full details. Box 191S, BROADCASTING.

Newsman for Boston. We want to build top-rated department. Edit, rewrite, broadcast. One man department to start. Box 240S, BROADCASTING.

Wanted: News and sports director for 1,000 watt independent in city of 13,000. Good salary plus. Car necessary. Send full information, photo, tape and references to KSCB, Liberal, Kansas.

Newsman wanted—Man with good radio voice, experience in the field of news gathering, writing, beeper phone, etc. Good working conditions, paid holidays, vacations, life insurance, nice people to work with. Forty miles from the big city. Send resume, tape—WLNA, Peekskill, N. Y.

RADIO

Situation Wanted—Management

General manager/sales manager 17 years in radio. Strong on sales. Local retail, regional. Saturation plans, package deals. Modern programming. Thorough knowledge all phases. Highest industry references. Box 343R, BROADCASTING.

14 years experience, 32, ready for manager's position small or medium market, gulf south. Box 983R, BROADCASTING.

Manager for radio station. Employed but looking for owners who want profitable "Good Music" operation. Proven record in management, programming, local and national sales. Box 182S, BROADCASTING.

Manager. Employed but available to independent that's out to be top rated and most successful in market. Excellent track record in management, programming and sales. Box 184S, BROADCASTING.

For sale—Brains!! 21 years experience, all phases broadcasting—under 40, interested in management, authority commensurate with responsibility, money important, opportunity more so. Will relocate. Box 189S, BROADCASTING.

Manager-sales, general. Experienced, promotional minded. Small, medium markets only. Box 208S, BROADCASTING.

Situations Wanted—(Cont'd)

Management

Manager-salesmanager needs challenge. Box 218S, BROADCASTING.

Manager-salesmanager will deliver immediate results. Box 220S, BROADCASTING.

Station suffering because potential has not been reached? Two man management, selling, programming combination completely experienced in all phases of radio operation including news and sports who can profitably run small market station with a limited staff. Civic-minded, strong on sales, promotion, dependable, and can inspire coworkers. Desire "sick" station that we can put on top through hard-work. Work reasonably on an incentive plan. Excellent references available. Box 226S, BROADCASTING.

Number 2 man to assist president or general manager in major market. 17 years experience on sales and management level all phases radio, television and agency. Stations 250 to 50,000 watts. Markets 10,000 to 6,000,000. One of the best over-all records in the industry. With present employer 11 years in one of first five markets. Happily married, two children. Excellent references. Box 230S, BROADCASTING.

Six years major market tv sales—ten years radio sales and management. Interested in relocating as radio station manager in medium sized or small market on permanent basis. Middle-aged, married and reliable. Excellent references. Box 243S, BROADCASTING.

Sales

Carolinas, Virginia, Florida. Sales director/sales/management. Capable, long experienced, aggressive, mature, well known in industry. Excellent references, financially responsible, no personal problems. Box 236S, BROADCASTING.

Announcers

Experienced sportscaster wants baseball, football, basketball situation. Available mid-March. 5 years in radio-tv, plenty play-by-play. Box 851R, BROADCASTING.

Southwest—Announcer 8 years experience including all sports. Family, employed. Box 918R, BROADCASTING.

Morning man with "good morning" sound. Bright, happy adult show. Middle music policy. 5 years experience. Also sports play-by-play. Box 121S, BROADCASTING.

Top forty jock, pd, production, pace, strong news. Two major markets nine years. Married. Minimum $150. Box 122S, BROADCASTING.

Tired of the limited concept of juke-box programming! Young air personality presently employed major market. Network quality. Production experience. Lively personality doesn't jar nerves. Authoratative news. Would also like to consider tv or radio-tv combination. No payola taint. Box 153S, BROADCASTING.

Sportscaster dj. Thirteen years experience. Five years present position. South preferred. Congenial operation. Top forty and swinging sounds save your letterheads. Box 160S, BROADCASTING.

Experienced dj-newscaster looking for larger market, preferably in northeast. Box 168S, BROADCASTING.

Announcer/program director. Versatile, experienced. Offers top quality. Seeks growth. Box 170S, BROADCASTING.

Baloney bender and news vendor. Dumb enough to want to continue announcing after all these years, but smart enough to be quite good behind mike or on-camera. If you have need of man with education, experience and ability, in tv or am-tv, let's exchange persiflage. Box 172S, BROADCASTING.

Young, single, college graduate. Relatively inexperienced, but reliable, hardworking perfectionist. Box 173S, BROADCASTING.

Tops in copy—disk jockey this idea gal's great. Hire me, why wait? Box 198S, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Young sportscaster desires baseball play-by-play broadcasting position this summer. Also want football, basketball, and golf if possible. Married, college graduate, dependable, cooperative, and eager to progress in sportscasting. Box 179S, BROADCASTING.

Swingin' station in a small midwest metropolitan markets? Looking for a personality dj? I've built a good majority audience where I am presently employed against the best of nearby major market competition. Can do the same for you. First phone. Box 193S, BROADCASTING.

I want to settle with; become part of, grow with progressive medium or large market. Eight years experience; top dj, announcer-salesman. Prefer adult music, adept with any, good news and sports, copy and production. College with honors, veteran, married, three children, 29. Intelligent, reliable, gregarious. Presently employed. Prefer northeast, consider anywhere. $130 minimum. You won't be sorry! Box 199S, BROADCASTING.

First phone. Experienced, bright, fast paced, top 40 dj. Desires same format in record hop conscious market. Box 200S, BROADCASTING.

Experienced negro deejay available for 1960. Travel, salary, secondary to opportunity. Box 201S, BROADCASTING.

Payola scandal hit you? I'm clean and I'm good. 5 years experience, happy, mature show. Want to keep your top rating? Box 203S, BROADCASTING.

Announcer . . . professional. Outstanding commercial voice, competent at news delivery, news rewriting and airing adult music programs. Dependable . . . affable. Presently employed as program director-disc jockey. Desire move to larger market. Please note . . . believing that one gets what one pays for and vice versa, I am expensive. Tape and resume available upon request. Box 206S, BROADCASTING.

Three years experience announcer-dj. Love radio-desire opportunity for advancement. Box 212S, BROADCASTING.

Mature announcer, 30, married, 5 years radio experience, some tv booth work. Desires to relocate. Presently employed at 5 kw NBC affiliate. Available on two weeks notice. Box 215S, BROADCASTING.

Freelance sports announcer wants baseball season. Will sell own games. Box 219S, BROADCASTING.

Top rated morning man. Looking for new market. Tape and resume available. Box 231S, BROADCASTING.

Three years experienced first license classical, semi-classical announcer. College. No maintenance. Middle Atlantic states only. Box 233S, BROADCASTING.

2 years experience. Mature-college grad. Future important. Box 234S, BROADCASTING.

Experienced announcer—seeks part-time—Saturdays and Sundays—within hundred miles of New York City. Box 239S, BROADCASTING.

Recent SRT grad, 22, single, ambitious, draft free, travel anywhere. Box 248S, BROADCASTING.

Young, single man desires start in radio. Music school background, recent graduate of top NYC broadcasting school, well trained, eager for experience, locate anywhere. Box 249S, BROADCASTING.

Topnotch, versatile announcer-newscaster. Major market experience. Stable. Minimum $135. Phone—Justice 3-0884. Apartment 4, 402 Harvard, Norfolk, Virginia.

Staff announcer job anywhere. Willing to work hard. Had own show. Call after 4 p.m. John Burns, Co. 1-2309, 5447 W. Potomac Ave., Chicago 51.

Experienced announcer, dj. All phases radio. Bud Hamod, 568 Mathews, Gary, Ind.

Situations Wanted—(Cont'd)

Announcers

Excellent play-by-play all sports. Top minor league baseball, college basketball, football, bowing, golf. TV-radio sports director experienced all types on-camera work. College grad, family man willing to move to good sports market needing play-by-play man. Thomas Dennin, 13 Hickory Road, Binghamton, New York, RA 4-8277.

Attention Nevada, Utah, Arizona: Like to work where I like to live. Liked it here. Have since traveled your states. Currently staff announcer, top rated, small market midwest station 5 yrs.—military radio correspondent, radio tv school, B.A. speech, 26 years, married, strong news, commercials, dj. No sports. No comic. No screamer. You don't have a better voice working for you. I'll guarantee network quality type announcing. Little tv experience—welcome opportunity. $125 with benefits. Available March 1st. Bill Fahan, KAYL, Storm Lake, Iowa.

New York free lance announcer with long standing reputation in radio and television doing commercials, special events, newscasts, and sports, desires connection with regional station. Can supply top agency and financial references. Forward any replies to the name and address below. Don Hancock, 96 Greenacres Ave., Scarsdale, New York.

Stay-awake Stan Major 210 hours will go 300 for swinging station. Best deejay in midwest. former pd, ready for New York City, LA or between. Hurry! Tape and resume available. Phone Mt. Prospect, Ill., CL 5-4743 wire 706 No. Pine.

Announcer seeking permanent position in south-west (west Texas, Arizona, New Mexico). Limited experience. Tape available. Contact: Jim Mitchell, 708 North Fountain, Springfield, Ohio. Phone Fairfax 5-8145.

Florida . . . Am disposing of my radio interests in northern Minnesota. Interested in buying, partnership, or managing with percentage in sunshine state. RAF and USAF veteran, university graduate. Family, age 43, general manager last 10 years. Excellent track record for making money under adverse conditions. Know all phases radio, some tv, strong on sales. Harold J. Parise, 2011 10th Ave., East, Hibbing, Minnesota.

Technical

Chief engineer, radio or position in tv. Quality operation. Permanent. Top performance backed by 18 years experience. Offer skill, thoroughness and loyalty. Paul McCaslin, 1010 58th Terrace, Fort Smith, Ark. Sunset 2-7258.

Graduating RCA Institute in August. Desire part-time now, with fulltime after graduation. Have third phone, will have first phone upon graduation. New York, Nassau, nearby New Jersey. Elliot Silverman, 1116 Avenue H, Brooklyn, N.Y. Gedney 4-3779.

Production-Programming, Others

FM stations: Single young man desires production-programming-copy position with adult-minded station. Experienced all phases. Box 106S, BROADCASTING.

PD with nine years in radio, two major markets. Creative production. Format operation specialty but not necessarily top forty. Want challenge. Box 123S, BROADCASTING.

Newsman's newsman - gather - write - air news-relocate mid/southwest immediately. Box 164S, BROADCASTING.

Attention Los Angeles area: Presently pd in eastern metro station. Six years experience as announcer, producer, personality, pd; radio-television, production work, agency. Good references. Will consider all offers, but prefer California. Box 165S, BROADCASTING.

Attention Long Beach area: Young woman with responsibilities, presently traffic manager in metropolitan eastern market, handling billing, some copy, secretarial chores. Desire small Long Beach area station. Box 166S, BROADCASTING.

Situations Wanted—(Cont'd)

Production-Programming, Others

Expert political writer, eight years top newspaper-wire service, plus heavy radio-tv wire desk. Harvard graduate, government major, 34. Fitted script public affairs-documentary or like. Part-time okay. New York only. Box 178S, BROADCASTING.

Program director at top rated format station in leading market seeks position at quality music station. 12 years in the business—7 years in this market. Experienced all phases. Size of market not important, but money is an object. Box 180S, BROADCASTING.

Like present job, but desire larger market. Capable, experienced all phases. Adult good music only. Prefer south. Box 195S, BROADCASTING.

Somewhere, somehow—Young manager and sales manager search pd to take programming completely off their backs. Only modern radio men believing in chain of command and $175 a week reply. A hard working pro offering competitive sound in every respect. Solid major background. Let's make money; have some fun. Box 197S, BROADCASTING.

Radio program director, preferably new organization appreciating talent. Network voice. New, concept format. Presently employed. Seven years experience. $100.00 minimum! Box 205S, BROADCASTING.

Professional couple seeking permanent radio home. Husband, 44, ex-CBS executive, 1st phone, all-around announcer, production, writing, administration, sales, 26 years experience. Wife, 36, office manager, bookkeeper, traffic manager, 16 years experience. West coast, Rockies, Alaska ok. We come in package deal, $8000.00 yearly minimum. Address Box 2265, Carmel, California. No, your town isn't too small. We'll come look. Box 210S, BROADCASTING.

News announcer. Experienced; mature. Journalism background. Master's degree in history. Wants position in radio-tv news department as broadcaster; editor; writer. Box 213S, BROADCASTING.

Can I be of service to you? 13 years experience, radio and television, all phases. Box 214S, BROADCASTING.

Damned good "on-the-air" salesman. Ready for management slot as announcer-program director. Strong production, speculation tapes. Resume, references, tape. Box 225S, BROADCASTING.

Advertising director? No! Communications director is more to the point Functioning as coordinator and producer of advertising, promotion, public relations and research, I work on the principal that the big idea outdraws the big buck. As a seasoned pro with excellent track record at the major network, and currently producing sales-stimulating material for one of the hottest companies in the electronics field, I possess an unshakeable belief that today's broadcasters, equipment manufacturers and diaper services must communicate—using all available tools—not just advertise. Have healthy relationships with my agency, my management and my staff. Unusual executive for the right company. Please write to Box 228S, BROADCASTING.

Radio-tv announcer, 13 years. Desires position as program director. Familiar with all phases radio. 35, married, family, serious. Box 232S, BROADCASTING.

Excellent newsman! Seven years experience—presently employed, west coast network at $8500. Desire midwest or eastern college city. 34—married. Tape, photo, resume. Box 237S, BROADCASTING.

Copywriter-announcer. Mature, college, M.A. and broadcasting school. Experienced free-lance adman. Limited radio background. Sacrifice salary for opportunity. Box 242S, BROADCASTING.

TELEVISION

Help Wanted—Sales

Steady, secure, sales job in New York state, NBC affiliate, for experienced man who can produce results. Incentive plan plus other benefits. Send resume to Box 117S, BROADCASTING.

Help Wanted—(Cont'd)

Sales

Salesman opportunity for good income and stable association in single station 3 network **television market. If you are creative sales-wise and like selling you must do well in Wyoming's 1st market. Salary and commissions offer potentials worth investigating. Contact Bob Berger, KTWO-TV, Casper, Wyoming.**

Do you qualify for a well paying tv sales manager's job with attractive starting salary and possessing positive potential for permanency and growth? One of my tv clients, in excellent medium size market, is now looking for an experienced sales manager with record of achievement; age preferably under 40 years; must be creative type person; skilled in supervising and stimulating his salesmen and both able and willing to do local selling on his own. Send full biographical and other application information to: Richard P. Doherty, President; Television-Radio Management Corporation; 1816 Jefferson Place, N.W., Washington 6, D.C.

Announcers

Experienced tv announcers. Top gulf coast CBS station will interview announcers that qualify. Must be neat, clean cut. Good news voice, must be able to sell products on camera. Good salary and many extras. Send resume, tape and picture to Box 120S, BROADCASTING.

Small market tv station needs program director. Good opportunity for announcer to get experience in programming. Send tape and photo. Box 167S, BROADCASTING.

Well known, top-rated net affiliate in 3-station midwest market has future need for experienced tv commercial announcer. Man we seek will handle 15-25 on-camera spots per week, serve as program host and mc, and handle staff booth work, excellent compensation and benefits, send resume, sof or tape and photo to Box 196S, BROADCASTING.

TV announcer, strong on camera salesman, plus production know-how. Experienced man required. Contact John Radeck, Program Director, WJBF, Augusta, Ga.

Immediate opening for experienced announcer. Send tape, resume, reference, kine or vtr to: Douglas M. Bradham, Asst. Gen. Mgr., WUSN-TV, Box 879, Charleston, South Carolina.

Announcer to do weather show and news show daily, work mainly in newsroom between shows. Must have real interest in news. Normally five day week. Send details of training, experience, picture to WWTV, Fetzer Television, Inc., Cadillac, Michigan.

Technical

Tired of the old "rat race"? If so, we have the answer. TV engineers needed for electronic product design and packaging; experienced in sweep, video and pulse work. Progressive company in southern California. Box 882R, BROADCASTING.

Excellent opportunity for well qualified man to assume chief engineer position in midwestern television station. VHF with RCA equipment. Congenial staff and fine place to settle down and go to work. Send complete resume and expected salary to Box 185S, BROADCASTING. References will be checked.

Southeastern vhf television station has opening for first class engineer. Send complete qualifications, references, photograph and salary requirements. Box 204S, BROADCASTING.

Engineer with 1st class ticket who has good announcing voice needed by three station group. Emphasis on announcing necessary but position is permanent with good pay. Tape and recent photo to Box 216S, BROADCASTING.

Midwestern vhf 3-station group has opening for transmitter supervisor and technicians, also two openings for studio engineers who can switch. Only experienced personnel who are looking for solid, permanent positions need apply. Send resume and photo to Box 217S, BROADCASTING.

Openings for two (2) permanent staff engineers. First class ticket required. Contact John Gort, KDLO-TV, Garden City, South Dakota.

Television Systems Engineer

International Marketing

The growth of a small but aggressive department within our international marketing operation has created an immediate need for a tv systems engineer with sufficient experience to assume the following responsibilities:

- Design, analysis and planning of tv transmitter and video systems.
- Assist Marketing personnel in meeting customer's technical requirements.
- Provide overall technical assistance in preparation of tv systems CONTRACTS proposals.
- Provide technical coordination on contracts.
- Assist in new product planning.

For confidential interview, submit resume including salary requirements to:

W. B. Allen

RADIO CORPORATION OF AMERICA

RCA International Division

Central & Terminal Avenues

Clark, New Jersey

Help Wanted—(Cont'd)

Technical

TV studio engineers for design, test, and field engineering. Rapidly expanding progressive company. All benefits, plus rapid advancement for qualified engineers. Foto-Video Laboratories, Inc. CE. 9-6100, Cedar Grove, New Jersey.

Production-Programming, Others

Good opportunity for television copy writer in new midwestern tv station. Some promotional experience desirable but not mandatory. Must write good sell copy. State experience and salary requirements. Box 186S, BROADCASTING.

Experienced female television traffic manager wanted. Handle all traffic responsibilities—Carolina station. Reply to Box 207S, BROADCASTING.

TELEVISION

Situations Wanted—Manager

Manager for television station. Employed but desire change. Known in industry. Proven record in management and national sales. Box 183S, BROADCASTING.

I'll manage your station and make it pay. Box 108S, BROADCASTING.

Sales

Please read carefully . . . this could be mutually profitable. Experienced broadcaster (13 years) seeks permanent sales and/or sports position. Moderately successful radio-tv sales record; small market management. Exceptional play-by-play background includes college and professional major sports; bowl games. Creditable on-camera performance. Hold first-phone. Community conscious family man, presently employed. Good references, credit. Your inquiry with full information receives immediate attention. Box 229S, BROADCASTING.

Executive-type salesman with five years television and ten years radio experience in major and medium-sized markets wishes to relocate. Commission earnings well above average but primarily interested in sound, permanent connection. Mature, married, sober. Best references. Box 244S, BROADCASTING.

Announcers

Announcer, young college grad wants break in tv. Four years commercial radio experience. Box 163S, BROADCASTING.

Thoroughly experienced in radio, but no tv. Would like to break into southern market. Married, employed. Box 194S, BROADCASTING.

Sports-commercial announcer. Hard-hitting analysis of headline sports stories plus experienced weather-personality shows. Box 209S, BROADCASTING.

Top tv newsman. Sound on film available. Try it. Box 238S, BROADCASTING.

Technical

Chief engineer: Fifteen years experience, radio-tv. Commercial, educational. Present position chief engineer-lecturer, university television, radio. Box 227S, BROADCASTING.

Qualified men with first phone and tv studio background now available at America's oldest school of broadcasting. Academy of Broadcasting Arts, 316 West 57th St., NYC 19, PL 7-3211.

Production-Programming, Others

Television-radio promotion, publicity and public service director in one of top five markets would like to re-locate. (Soonest.) Would prefer far west or southwest but go anywhere for right position. Much experience representing management in community affairs. 12 years experience in newspaper editing. Responsible family man interested in your further progress and his future. Best of references. Box 142S, BROADCASTING.

Producer-director, film director, 10 years all phases television, 8 years commercial photography. Desires to relocate. Box 152S, BROADCASTING.

Situations Wanted—(Cont'd)

Production-Programming, Others

Qualified news or production director. Mature family man, now with one of nation's finest, would like to return home—to Florida. Twelve year's experience all phases. Six on-camera. Familiar with hard work. Agency references. Box 927R, BROADCASTING.

Mature man, 27, desires work in tv direction and production. Eastern station. Recent college graduate, r&tv major. Limited experience from writing to directing but worthy of consideration for any openings. Box 187S, BROADCASTING.

Producer-director. I am experienced in all phases of radio, tv, motion pictures and theatre production, and I am available immediately to a station that demands high quality, creative production. I offer network and major market experience with the highest references. Married. Box 192S, BROADCASTING.

Chief announcer and assistant production manager. Currently employed in unusual combination resulting in experience in all phases of programming. Presentation, production and direction of news, sports, weather, commercials, etc. Success proved with commercial renewals and program ratings. Ability to work with and guide others. Family man, age 30, college degree. Five years with present employer. Current position and income of $9,000 have exhausted possibilities here. Seeking opportunity for advancement in larger market. Box 202S, BROADCASTING.

Producer-director with national advertiser, with experience in tv, film and tape operations seeks challenging production position with responsibility with progressive station. Experienced in all phases of station operation, program and commercial production. Announcing an on-camera experience. College degree. Excellent references. Box 211S, BROADCASTING.

Entire tv/radio department prominent agency available immediately. We'd like to travel as a package. Three producer/writers, one assistant producer, two top artists, two gals-Friday. Talented total of 68 years first-rate, proven experience. Individually and collectively we offer agency or station the finest available. Box 222S, BROADCASTING.

FOR SALE

Equipment

Make a very substantial profit the first year by selling advertising locally on a Trans-Lux news sign. Purchase a used 41 foot long signed panel and all the necessary equipment in good condition at one-half usual price. Box 169S, BROADCASTING.

Video monitors. Closed circuit and broadcast, Foto-Video Laboratories Inc., Cedar Grove, New Jersey. CE 9-6100.

3 kw fm station, all equipment necessary to operation $6,000.00. Federal Field strength meter—$275.00. Limiter GE 4BA7—$750.00. Tapak (new model) recorder—$150.00. Magnecorder 101 stereo recorder—$350.00. Dual channel audio console, G.E.—$725.00. Ampex 450 tape recorder—$525.00. Ampex 300 tape recorder—$650.00 Reply to: Wayne Marcy, 4007 Bellaire Blvd., Houston 25, Texas.

TV video monitors. 8 MC., metal cabinets starting at $189.00. Never before so much monitor for so little cost. 30 different models, 8" thru 24". Miratel, Inc., 1081 Dionne St., St. Paul, Minn.

Editing, sound, and videcon equipment. Surplus 35mm moviolas; 35mm portable Stancil-Hoffman recorders; Dage videcon cameras and 14" monitors. All equipment in excellent working condition. Suitable for agency office, radio or tv stations, and production studios, or film laboratories. Call or write collect: Mr. L. Stein, Fred A. Niles Productions, Inc., 1058 W. Washington Blvd., Chicago 7, Illinois, Seeley 8-4181.

Microwave transmission line—Andrew 3⅛"—⅞"—1⅝"; semi flex and rigid types, ceramic and teflon insulated with hardware, accessories and tools. New-bargain prices. Write for listing. Sierra-Western Electric Cable Company, 1401 Middle Harbor Road, Oakland 20, California.

WANTED TO BUY

Equipment

Wanted: FM frequency-monitor, regardless of condition. Give make, model, price. Box 990R, BROADCASTING.

250 watt paging transmitter, pocket and vehicle receivers antenna and other paging equipment. Box 176S, BROADCASTING.

Needed: All equipment for new 250 watt am. Good condition necessary. P.O. Box 787, Hampton, S.C.

Want immediately, one Ampex 350-full track console; condition 20 hours or less operating time. Please state condition and price. Write to J.L. Frederick, 510 6th Street, Midland, Michigan.

INSTRUCTIONS

F.C.C. first phone license preparation by correspondence or in **resident classes. Grantham Schools are located in Hollywood, Seattle, Kansas City and Washington. Write** for our **free 40-page brochure. Grantham School of Electronics, 3123** Gillham Road, **Kansas City 9, Missouri.**

FCC first phone license **in six weeks. Guaranteed instruction by master teacher. G.I. approved. Request brochure. Elkins Radio** License School, 2603 Inwood Road, Dallas, Texas.

Since 1946. The original course for FCC 1st phone license, 5 to 6 weeks. Reservations required. Enrolling now for classes starting March 2, May 4, June 29, 1960. For information, references and reservations write William B. Ogden, Radio Operational Engineering School, 1150 West Olive Avenue, Burbank, California.

Be prepared. First phone in 6 weeks. Guaranteed instruction. Elkins Radio License School of Atlanta. 1139 Spring St., N.W., Atlanta, Georgia.

FCC license in six weeks. Next class March 14th. Reservations required. This is the cando school. Pathfinder, 510 16th St., Oakland, California.

With pride we announce the opening of our new broadcasting school. **Twelve weeks in**tensive, practical **training in announcing,** programming, etc. Brand new console, turntables, and the works. Reservations only. Elkins School of Broadcasting, 2603 Inwood Road, Dallas 35, Texas.

Highly effective review material for FCC commercial phone exams. Free literature. Wallace Cook, Box 10634, Jackson 9, Mississippi.

Yes, our graduates get good jobs as announcers, writers, salesmen, licensed operators, managers, owners. 15 years experience training men who now work in southern radio-tv. Lower prices, time payments, assured placement. Keegan Technical Institute, 207 Madison, Memphis, Tennessee.

Approved FCC operator's license course offered by New York's oldest broadcasting school. This proven ticket-getter prepared by FCC expert for those hesitant about crash courses. Evening classes, 31 weeks, April 25. Day classes, 20 weeks, February 10. Academy of Broadcasting Arts, 316 West 57th Street, NYC 19, PLaza 7-3211.

BUSINESS OPPORTUNITIES

I need a partner to apply for a limited kilowatt in a prosperous top-35 area. Box 162S, BROADCASTING.

Operate profitable employment agency — home or office; part or full time. Write Personnel Associates, Box 592-BT, Huntsville, Ala.

MISCELLANEOUS

Production radio spots. No jingles. Free audition tape. M-J Productions, 2899 Templeton Road, Columbus, Ohio.

RADIO

Help Wanted—Management

MANAGER
TELEVISION & FM EQUIPMENT SALES

The Company: Major midwest broadcast equipment manufacturer.

The Position: Manager, television and FM equipment sales from home office of leading Broadcast Equipment manufacturer. Technical background essential, must have thorough knowledge of television transmitters, FM transmitters and video equipment.

Opportunities: Unlimited. Salary and complete company benefits. A permanent position with an excellent future.

Send complete resume to Box 181S, BROADCASTING.

TOP MANAGER-SALESMAN

For opening, manage excellent station, good Michigan market. Prestige chain. Require strong retail sales background. Married, under 40. Income $10-M up on salary-strong incentive. Rush complete resume, recent earnings, photo to Suite 3500, 40 Wall Street, New York.

Announcers

ANNOUNCERS

JOB OPPORTUNITIES SLIPPING BY?

N.Y.S.A.S. is the only school in the east that offers advanced coaching **EXCLUSIVELY** . . . In announcing and operation of console, from disc to tape to et's, **completely ad-lib for a tight format. 12 week** course coached by New York Broadcasters. Get the **MODERN SOUND. KNOW MODERN RADIO.**

Now a limited number of beginners being accepted for special course. For appointment call Mr. Keith at SU 7-6938.

NEW YORK SCHOOL OF ANNOUNCING & SPEECH
160 West 73rd Street New York 23, N.Y.

Help Wanted—(Cont'd)

Production-Programming, Others

NEWS DIRECTORS—READ:

Are you now making $5,000, think you're worth $10,000, and willing to work for $7,000? We need a two-headed News Director to operate mobile equipment, and keep eye on two assistants and two news machines. Send tape, photo, and what have you.

Fred Epstein, KSTT, Davenport, Iowa

(Incidentally, I found a voice with talent.)

RADIO

Situations Wanted—Management

A MESSAGE OF IMPORTANCE TO RADIO STATION OWNERS

Top-flight manager in major market now available for new challenging situation. Proven record of successful performance with big and medium market stations. Unique knowledge of sales, programming, merchandising, sales promotion, including solid contacts in national sales. You can depend on me to make a station take-off; to make ratings rise dramatically; to keep them up through sound understanding of all phases of programming and promotion. Let's talk about your particular problem and how I may fit into your picture.

Box 965R, BROADCASTING

HERE'S A FINE

SALES OPPORTUNITY . . .

created by a vacancy on our local sales staff. Hard-working, seasoned radio account executive with proven large market sales ability should earn $10,000 first year with a realistic potential well above that. Station is consistently one of the top-rated in America's 12th market with programming beamed in good taste to the masses. Has been a major factor in the area for 38 years. All inquiries handled in confidence. Contact—

Dudley Tichenor, Dir. of Sales

RADIO STATION WFBR

13 East 20th St., Baltimore 18, Md.

Mulberry 5-1300

Situations Wanted—(Cont'd)

Management

PROGRAM MANAGER

For strong music programming operation in radio or radio-tv. Broad background, 20 years experience radio and recordings ranging from pops, jazz to classics. 39 year old family man of conservative character, integrity and sobriety. Currently cleared for classified government work. Salary $9,000 plus.
Box 221S BROADCASTING.

Announcers

A strong hard-hitting sales and announcing crew of 5 top country and western personalities will be available soon. This outstanding group has doubled our business in ninety days. Personally recommended for station with financial blues. Call me or write:

James T. Ownby
KONI Radio Station
Phoenix, Arizona
Telephone ALpine 8-8044

TELEVISION

Help Wanted

Production-Programming, Others

WANTED *TV WRITER*
TV PRODUCER

Both openings for young men with reasonable amount of experience behind them working on top-flight consumer products or service accounts, but looking for more opportunity to show their abilities. Show us how good you are by sending (insured mail) commercial scripts, films, complete resume, snap shot, salary desired. Material will be returned. Confidences respected. Our staff knows of this ad. Top-rated solid agency. New York State location
Box 175S, BROADCASTING.

FOR SALE

Equipment

FOR SALE
TV OR FM TOWER
Priced to Sell

400 ft. Stainless Triangular Guyed Tower In Good Condition Will Support RCA 12 Bay High Band TV Antenna

IDEAL FOR TV OR FM
Write:
Box 978R, BROADCASTING.

ADV. EXECS. CITROEN

Be ready for spring. Have 1956 DS-19 Citroen . . . cream color . . . best offer drives car home. Must sell in week. Car can be seen by calling Overseas Motors, 37 West 57th St., N.Y.C. Plaza 5-1534.

WANTED TO BUY

Stations

WKID Broadcasting Company, Urbana-Champaign, Illinois wishes to acquire additional radio properties. Excellent financial references. We need complete information on stations. All replies confidential. Reply to Donald Harding, Chairman Board of Directors, 18 Cambridge Lane, Deerfield, Illinois. Windsor 5-3276.

EMPLOYMENT SERVICE

RADIO — TV — ADV.

Top job placements in the dynamic southeast. Hundreds of job openings.

- Announcers
- Disk Jockeys
- News Directors
- Engineers
- Copywriters
- Salesmen

Free registration—Confidential

Professional Placement
458 Peachtree Arcade
Atlanta, Ga.
Sam Eckstein JA 5-4841

STATIONS — FOR SALE

SOUTHERN CALIFORNIA

This fulltime long established station has shown consistent ownership earnings in excess of $50,000 annually with revenues of over $175,000. Fine real estate included in price of $260,000 on terms with 29% down or $220,000 cash.

Box 235S, BROADCASTING

Miss.	Single	250w	140M	terms
Tenn.	Single	1kw	75M	terms
Tenn.	Single	1kw-D	55M	terms
Va.	Single	250w	60M	terms
Ill.	Single	500w	95M	terms
Va.	Single	1kw-D	80M	terms
Calif.	Single	250w	65M	terms
Minn.	Single	1kw-D	105M	terms
Ky.	Single	1kw-D	100M	terms
Calif.	Single	250w	68M	terms
Fla.	Small	250w	50M	terms
Fla.	Small	250w	85M	terms
N.Y.	Medium	1kw-D	150M	terms
La.	Medium	1kw	150M	terms
Miss.	Medium	1kw-D	75M	terms
Ga.	Metro	5kw	200M	terms
Va.	Metro	250w	330M	terms
Ala.	Metro	1kw-D	175M	terms
N.C.	Metro	500w	170M	terms
Fla.	Large	5kw	185M	terms
Fla.	Major	250w	250M	terms

And Others

PAUL H.
CHAPMAN COMPANY
INCORPORATED
MEDIA BROKERS

Atlanta
Chicago
New York
San Francisco

Please address:
1182 W. Peachtree
Atlanta 9, Ga.

GUNZENDORFER

California near Los Angeles 1000 watt daytimer **$175,000.** Growing market.
California Southern regional 1000 fulltimer **$275,000.**
Washington 250 watter fulltimers **$69,500** with low down. **Oregon** fm **$150,000. Arizona** two markets, one at **$70,000** the other **$55,000 29%** down. Balance 10 years.

WILT GUNZENDORFER AND ASSOCIATES
8630 W. Olympic, Los Angeles, Calif.
Licensed Brokers — Financial Consultants
Phone Olympia 2-5676

THE PIONEER FIRM OF TELEVISION AND RADIO MANAGEMENT CONSULTANTS
ESTABLISHED 1946
NEGOTIATIONS MANAGEMENT
APPRAISALS FINANCING
HOWARD S. FRAZIER, INC.
1736 Wisconsin Ave., N.W.
Washington 7, D. C.

Have Texas single fulltime making money. Priced approximately 1959 billing with xmitter site and office bldg. included. $48,000 with $16,500 down, bal. 5½ yrs. at 6% = Profitable Southwest regional medium market. Nice property for $87,500 29% = Southern major regional. In black. $300,000 25% = West Coast fulltime regional, $275,000. Excellent terms. PATT McDONALD, Box 9266, Austin, Tex. GL. 3-8080 or Jack Koste, 60 E. 42nd., NY 17, NY. MU. 2-4813.

NORMAN & NORMAN
INCORPORATED
Brokers — Consultants — Appraisers
RADIO-TELEVISION STATIONS
Nation-Wide Service
Experienced Broadcasters
Confidential Negotiations
Security Bldg. Davenport, Iowa

STATIONS FOR SALE

SOUTHERN FULL TIME. **Absentee owned. Large market. $45,000 down.**

TOP EASTERN MARKET. **Daytime. Needs $80,000 down.**

CALIFORNIA. **Full time. Dynamic and fast growing market. One of the few stations available at $35,000 down in so large a market.**

SOUTHWEST. **Daytimer. Excellent dial position. The finest equipped station in the whole country. Gross $14,000 month. Asking $240,000 with 29% down.**

Many Other Fine Properties Everywhere.

JACK L. STOLL & ASSOCS.
6381 Hollywood Blvd.
Los Angeles 28, Calif.
HO. 4-7279

Continued from page 100

and Highland Springs, Va.; continued hearing from Feb. 15 to Feb. 29. Action Jan. 26.

Scheduled prehearing conference for 2 p.m., Feb. 26 in proceeding on am applications of Cecil W. Roberts and Jane A. Roberts, Poplar Bluff, Mo., et al. Action Jan. 27.

Upon agreement of parties in proceeding on application of Service Bcstg. Co., for new am station in Concord, Calif., continued hearing from March 31 to May 2. Action Jan. 27.

Granted petition by Radio Atascadero for continuance of prehearing conference from Feb. 1 to Feb. 25 in proceeding on its application and that of Cal-Coast Bcstrs., for new am stations in Atascadero and Santa Maria, both California. Action Jan. 28.

Upon agreement of the parties in proceeding on applications of United Electronics Laboratories Inc., and Kentuckiana Television Inc., for new tv stations on ch. 51 in Louisville, Ky., continued hearing from Feb. 23 to May 23. Action Jan. 28.

Granted request by Tri-State Bcstg. Co. for continuance of various procedural dates in proceeding on its application for new am station in Summerville, Ga.; continued hearing from Feb. 12 to Feb. 25, at 2 p.m. Action Jan. 29.

By Hearing Examiner Isadore A. Honig

Granted request by Federal Aviation Agency and scheduled oral argument for 9 a.m., Feb. 2 on petition by Agency on behalf of itself and Department of Army and Navy for indefinite extension of time for hearing in proceeding on application of M&M Bcstg. Co. (WLUK-TV), Marinette, Wis. Action Jan. 29.

By Hearing Examiner David I. Kraushaar

On own motion, scheduled a prehearing conference for Feb. 19 in proceeding on applications of Greentree Communications Enterprises Inc., and Jerrold Electronics Corp. for new tv stations to operate on ch. 9 in Flagstaff, Ariz. Action Jan. 27.

Issued order following prehearing conference in proceeding on application of Suburban Bcstrs. for new fm station in Elizabeth, N.J., formalizing certain agreements, of procedural nature, and continued hearing from March 10 to March 23. Action Jan. 29.

By Hearing Examiner Forest L. McClenning

Granted request by Newport Bcstg. Co., West Memphis, Ark., for continuance of date for exchange of exhibits from Jan. 18 to Feb. 23 and for hearing from Feb. 23 to March 21 in proceeding on its am application, et al. Action Jan. 26.

Issued order following Jan. 27 hearing conference in proceeding on am application of Radio Americas Corp. (WORA), Mayaguez, P.R., formalizing certain agreements reached, and scheduled hearing for April 12. Action Jan. 28.

BUSINESS OPPORTUNITY

WE'LL MERGER OR ACQUIRE STATION REP ORGANIZATION

Busy, well-staffed, well-financed, station rep seeks rapid expansion by merger or acquisition. Replies in confidence.

Box 171S, BROADCASTING

Miscellaneous

MR. OWNER

Your station losing money? We can put you in the black in 90 days.

MANAGEMENT AND ENGINEERING CONSULTANTS
Suite Number 2
1509 South Andrews
Fort Lauderdale, Florida

By Hearing Examiner Herbert Sharfman

On request by International Good Music Inc., and without objection by other parties, continued hearing from Feb. 23 to March 8, and continued other procedural dates in proceeding on its application and that of Lawrence W. Felt for new fm stations in Carlsbad and San Diego, both California. Action Jan. 27.

On request of Herbert T. Graham, and without objection by other parties, reopened record to receive Graham Exhibit 23 and closed record in proceeding on his application and that of Triad Television Corp., for new am stations in Lansing, Mich. Action Feb. 2.

Granted petition by Santa Rosa Bcstg. Co., for leave to amend its application for new am station in Santa Rosa, Calif., to substitute a new Sec. III (financial qualifications). Action Jan. 27.

By Hearing Examiner Elizabeth C. Smith

Granted petition by Poston-Larson Bcstg. Co., Graham, N.C., for leave to amend its am application to specify change of 180 ft. in site of ant.; granted motion by North Carolina Electronics Inc., Raleigh, N.C., for continuance of dates now fixed for certain procedural steps in proceeding on its am application, et al, and scheduled hearing for April 12; both applications are in consolidated proceeding with am applications of H and R Electronics Inc., Greenville, N.C., et al. Action Jan. 26.

Granted petition by Florence Bcstg. Inc., Brownsville, Tenn., for leave to file one day late its response to petition by Mt. Vernon Radio and Television Co., to enlarge issues in proceeding on its am application, et al. Action Jan. 26.

BROADCAST ACTIONS
by Broadcast Bureau

Actions of January 29

WBBZ Ponca City, Okla.—Granted assignment of license to **Gareth B.** and **Allan W. Muchmore** d/b under same name.

KBRK Brookings, S.D.—Granted license covering increase in power and installation new trans.

KWFR San Angelo, Tex.—Granted mod. of license to operate trans. by remote control.

KMCS (FM) Seattle, Wash.—Granted mod. of license to change name to Market-Casters Inc.

KFAR Fairbanks, Alaska—Granted cp to install trans. as aux. trans.

WPAW Pawtucket, R.I.—Granted cp to install new alternate main trans. at present location of main trans.; remote control permitted.

WKMF Flint, Mich.—Granted cp to install old main trans. as aux. trans.

KJR Seattle, Wash.—Granted cp to install aux. trans. at present trans. site.

KCOH Houston, Tex.—Granted cp to install new trans. at present trans. site as aux. trans.

KOLE Port Arthur, Tex.—Granted cp to install new trans., change main studio and remote control location, and make changes in trans. equipment.

Granted cps to install new trans. for following stations: **KXLK** Great Falls, Mont.; **KPLC** Calcasieu Bcstg. Co., Lake Charles, La.; **KDON**, Salinas, Calif. (new type trans).

WPIK Alexandria, Va.—Granted cp to make changes in aux. ant. system.

WMIX-FM Mt. Vernon, Ill.—Granted cp to install new trans. and increase ERP to 50 kw; remote control permitted.

KBST Big Spring, Tex.—Granted mod. of cp to change type trans. and make changes in trans. equipment.

KCFM (FM) St. Louis, Mo.—Granted mod. of cp to increase ant. height to 240 ft.; increase ERP to 82 kw, and make changes in ant. system; condition.

WMIL-FM Milwaukee, Wis. — Granted mod. of cp to decrease ERP to 25.5 kw; increase ant. height to 280 ft.; change ant. trans. and studio location, and make changes in ant. system; conditions.

WRNW (FM) Mt. Kisco, N.Y.—Granted mod. of cp to change main studio and remote control location and make changes in trans. equipment (frequency and modulation monitor).

KLAC-FM Los Angeles, Calif.—Granted mod. of cp to change type trans.; decrease ant. height to 2,790 ft.; make changes in ant. system and change type ant.; remote control permitted.

Following stations were granted extensions of completion dates as shown: **KXQR** (FM) Fresno, Calif. to April-30; **WFMB** (FM) Nashville, Tenn. to March 1; **WANN-FM** Annapolis, Md. to May 11; **KITT** (FM) San Diego, Calif. to August 1; **KMER** (FM) Fresno, Calif. to June 1; **WFLI** Lookout Mountain, Tenn. to May 1; **WMOZ** Mobile, Ala. to May 2; **WATR** Waterbury, Conn. to August 10.

Actions of January 28

KTSM-TV El Paso, Tex.—Granted extension of completion date to March 1.

WKBM-TV Caguas, P.R.—Granted extension of completion date to March 15.

Actions of January 27

WGBF Evansville, Ind.—Granted assignment of license to **WGBF Inc.**

***KERA-TV Dallas, Tex.**—Granted mod. of cp to change ERP to vis. 107 kw, aur. 53.7 kw; trans location, studio location; install new trans. and new ant. system, make changes in equipment and correct coordinates; ant. 330 ft.

Actions of January 26

KTTR Rolla, Mo.—Granted assignment of license to **Luther W. Martin** tr/as Show-Me Bcstg Co.

WSUN St. Petersburg, Fla.—Granted mod. of license to operate main trans. by remote control; conditions.

WCRC Scotland Neck, N.C.—Granted mod. of cp to change type trans. and make changes in trans. equipment.

WBSM New Bedford, Mass.—Granted mod. of cp to operate trans. by remote control; conditions.

WJBW New Orleans, La.—Remote control permitted.

WBEN Buffalo, N.Y.—Granted change of remote control authority.

Actions of January 25

WBRK Pittsfield, Mass.—Remote control permitted (aux. trans.).

Following stations were granted extensions of completion dates as shown: KAKI(FM) San Antonio, Tex. to June 9; KROW(FM) Houston, Tex. to June 29; WGTE-TV Toledo, Ohio to April 27.

Action of January 12

WLOS-TV Asheville, N.C.—Granted cp to make changes in ant. systems and other equipment.

Action of January 11

KLOR-TV Provo, Utah—Granted license for tv station.

Action of January 6

W78AA Frostburg, Md.—Granted cp to change ERP to 1120-0 w, type trans., type ant., and to include LaVille, Cresspstown and environs, Md., in with their principal community.

PETITIONS FOR RULEMAKING FILED

WCRB-FM Waltham, Mass.—Requests amendment of rules by deleting wording of Sec. 3.202, including "note" and in Sec. 3.204(a) by deleting all wording after "The signal intensity requirements of Sec. 3.311 shall determine the minimum coverage of a class B station." Ann. Jan. 29.

Kahn Research Lab. Inc. Freeport, N.Y.—Requests approval of rules and standards for "Kahn System" of stereophonic broadcasting for standard broadcast stations. Ann. Jan. 29.

License Renewals

The following stations were granted renewal of license: KISW (FM) Seattle, Wash.; KPFM (FM) Portland, Ore.; KTWR (FM) Tacoma, Wash.; KUGN-FM Eugene, Ore.; KUOW (FM) Seattle, Wash.; *KWAX (FM) Eugene, Ore.; KENI-TV Anchorage, Alaska; KFAR-TV Fairbanks, Alaska; KGMB-TV Honolulu, Hawaii; KHBC-TV Hilo, Hawaii; KMAU-TV Wailuku, Hawaii; KMVI-TV Wailuku, Hawaii; KOMO-TV Seattle, Wash.; KTVA (TV) Anchorage, Alaska; KUAM-TV Agana, Guam; *KOAC-TV, KPC-29, 30, Corvallis, Ore.; KABY Albany, Ore.; KACI The Dalles, Ore.; KAIM Honolulu, Hawaii; KAPA Raymond, Wash.; KASH Eugene, Ore.; KBKR Baker, Ore.; KBND Bend, Ore.; KBRC Mt. Vernon, Wash.; KCLX Colfax, Wash.; KDOV Medford, Ore.; KELA Centralia-Chehalis, Wash.; KFIR North Bend Ore.; KFLW Klamath Malls, Ore.; KGMB & aux., Honolulu, Hawaii; KGU Honolulu Hawaii; KGY Olympia, Wash.; KHBC Hilo, Hawaii; KIFW Sitka, Alaska; KPOI Honolulu, Hawaii; KIMA Yakima, Wash.; KISN Vancouver, Wash.; KIT & aux., Yakima, Wash.; KITI Chehalis-Centralia, Wash.; KLIQ Portland, Ore.; KLOG Kelso, Wash.; KLOQ Yakima, Wash.; KMCM McMinnville, Ore.; KMVI Wailuku, Hawaii; KNPT Newport, Ore.; KOAC Corvallis, Ore.; KOHU Hermiston, Ore.; KOMB Cottage Grove, Ore.; KORE Eugene, Ore.; KPAM Portland, Ore.; KPDQ Portland, Ore.; KPLK Dallas, Ore.; KPOA Honolulu, Hawaii; KRCO Prineville, Ore.; KRNS Burns, Ore.; KSLM Salem, Ore.; KSRV Ontario, Ore.; KUAM Agana, Guam; KUIK Hillsboro, Ore.; KUJ Walla Walla, Wash.; KULA Honolulu, Hawaii; KXA Seattle, Wash.; WIBW Topeka, Kan.; WIBW-TV Topeka, Kan.; KCOY Santa Maria, Calif.; KHOF (FM) Los Angeles, Calif.; KSJO-FM San Jose, Calif.; KNEZ Lompoc, Calif.; KHOT Madera, Calif.; KETX Livingston, Tex.; KEYM (FM) Santa Maria, Calif.

HOW IS IT POSSIBLE FOR ONE STATION TO EARN 79% OF LOCAL BUSINESS?

It's true in Des Moines, Iowa, where KRNT-TV has had over 79% of the local business in this major 3-station market for 3 years!

There is nothing so satisfying as doing business with people who know what they're doing and where they're going. Leading local and national advertisers have known for years that the "know-how, go-now" stations in Des Moines are KRNT Radio and KRNT-TV.

They have confidence in the ability of our people to make their radio and television investments profitable. It seems clear that for these astute advertisers, there is nothing so satisfying as radio and television fare presented by good, honest, experienced air personalities who know what they're doing.

From surveys made several times a year for the last several years, it seems evident that the people of Central Iowa like to listen to and view our stations.

Latest F.C.C. figures show KRNT-TV handled over 80% of ALL the local television advertising placed in this three-station market. The year before, over 79% . . . and the year before that, over 80%. Our local RADIO business in a six-station market has always exceeded that of our nearest competitors by a country mile.

We know for a fact that these figures are merely a reflection of our public acceptance . . . our long-standing excellence in public service . . . reliability that is vital in all selling! We believe this to be true: the ones that serve are the ones that sell in Des Moines.

People believe in and depend upon these stations. Check the ratings, check The Katz Agency, check the cash registers.

KRNT
RADIO and TV

COWLES STATIONS REPRESENTED BY THE KATZ AGENCY, INC.

OUR RESPECTS TO . . .

Oscar Katz

The tables were turned on Oscar Katz last summer when CBS-TV moved him up to vice president in charge of network programs.

Oscar, who's not averse on occasion to helping support a hopeful play for Broadway or riding a few dollars on a filly's nose, suddenly found the network betting on *his* track record to help it place, and win, with its shows.

For a while it was all he could do to get to the starting gate. A few months had gone by since Hubbell Robinson had resigned to launch a production company and the programming department lacked top direction.

The 1959-60 tv season was about to begin; Louis Cowan, then CBS-TV president, whisked him away to the West Coast and on his desk were piled papers with notes attached that cheerily assured: "Oscar, this is your baby now."

Workfest • Oscar Katz has a knack for this; he nursed the baby through, cleared his desk and just worked, taking problems along with him for night sessions at home. (He's back to a normal schedule of 9:30 a.m. through 7:30 p.m.) An ex-researcher with an understanding of "organization," he made this the first order of things for the program department.

It may have been happenstance but the slender, almost frail-looking Mr. Katz just seemed to bob up when the chips were down.

In 1956, competition gave daytime programming an importance it had never quite attained in earlier years and some of the more impatient even detected a stale sameness. Into this still air strode the friendly and slight figure of Oscar Katz, CBS' top research executive, to stir things up a bit.

With Mr. Katz came new thinking. CBS-TV experimented with country music when NBC-TV had its *Today* (he doesn't like imitation). He reasoned that daytime programs are viewed by the woman in the house and he quickly concluded that through tv she ought to be brought out into the world. Result: *The Verdict Is Yours,* the existing form of the daytime serial placed against a reality setting; *On the Go,* human interest with on-location production via mobile tape unit to heighten the show with a natural habitat.

Innovator • There were innovations, including a series on women's role (and problems) in the development of the rugged West; the scheduling of the successful *Captain Kangaroo* for children, and the more recent *Woman!* series of specials for their mothers.

Asked to sum up Oscar Katz in a few words, an associate glibly obliged by pruning the request to the initials. That stamp of being "O.K." is as indelible on Oscar Katz as is the old CBS "school" tie.

He wore it first in 1938 in the then-neophyte CBS research department where a bright, practical scholar named Frank Stanton was making his career.

A few years later (1942) and Mr. Katz was assistant director; he subsequently (in 1948) moved up to director of the department. When tv had grown in stature, a separate research unit was established at CBS-TV and Oscar Katz appointed as its director. In that year (1951) he also began to branch out into programming. As a member of the CBS-TV Network Executive Program Plans Board, he worked closer to the area of program policy, devoting nearly half of his time to such problems as program scheduling.

(For an interval during World War II, Mr. Katz was away from CBS New York, when the network loaned him on special assignment to the Office of War Information.)

Via Post Office • A night student at the College of the City of New York, Mr. Katz says his degree (mathematics and statistics) didn't come until 29 years after his birth (April 12, 1913 in Brooklyn, N.Y.) and while he was at CBS. He confides blandly, "Eventually I received my degree in the mail."

He checks off his programming philosophy so: The show is important and he's no stickler for formula. As do others in the CBS camp, he believes in variety programming within a balanced schedule. He sees the excitement of "specials" perhaps giving way to the "special of distinction" (either extraordinary in concept or perhaps a flavor of an event, or both).

CBS-TV's KATZ
Variety within balance

He reflects that he's often been asked, "What do you think of hour shows? Will there be more of them?" His answer is that it will be program content that will determine the show length. His view is that a network must build different shows of various lengths —no rut for him in a network's program route.

Mr. Katz says there will always be a "big emphasis" in tv on research (audience measurement). He explains the reasons are simple enough: There is no box office for measuring circulation of the medium so audience measurement must fill this "void." He has a word of warning, however, that research is an approximation (because it is based on sampling) and so must be used very carefully —one cannot get "wild," he says, on the basis of initial surveys. He personally withholds judgment until the "national" among rating reports is in and he then watches a program's trend: he respects the lower-rated program that moves up with each rating period. Ratings, he feels, provide a necessary guide and the industry must go along with them.

Mr. Katz lives quietly in the Rego Park section of Queens with his wife, the former Rose Wolfe, whom he married in 1938, and their two children, Joan Ellen 15 and Marjorie Ann 12. He doesn't get to the track as often as he would like, though he spent a one-day vacation last year at Jamaica.

His love for the theatre has contributed to his work. Over the years, he has made a token or larger investment in Broadway productions, supporting some 40 shows. He takes measure of his "editorial" judgment in the creative area by making decisions on the basis of reading play scripts and other study and then watching for reviews and public reaction. This experience has brought him the desired contact with performers and directors. Among the many successful shows he supported: "Peter Pan," "Guys and Dolls," "The Dark at the Top of the Stairs," "The Moon Is Blue" and "The Boyfriend."

No Recoup • His interest in a theatre venture comes from a reading of a script but occasionally he goes in "blind." With a wistful smile, he says: "It can be worse than the stock market because there's no recoup here on a flop."

A homebody, Mr. Katz restricts outside activities. He is a member of the Market Research Council and of the Friars and Players Clubs.

Rigged and loaded

THE following item appeared in the regular "Question Box" feature of *Parade*, the Sunday newspaper supplement, for Jan. 31:

"Q: Robert Lishman, counsel for the House Subcommittee on Legislative Oversight, claims that key personnel in many radio stations 'have long, serious criminal records.' Is this true?—W.P., Tucson, Ariz.

"A: Unfortunately, it is. Station owners are firing such personnel before station identities are revealed."

If the item were true, *Parade* grossly underplayed it. If the item were not true, *Parade's* editors owe everyone in radio an apology.

We'll bet an apology is in order. To begin with, Mr. Lishman has never stated, to our knowledge, that "many" stations employed persons with criminal records. He said "some" stations were involved. And if anybody has been fired from any station because the Oversight committee said he had a criminal record, we haven't heard of it.

The *Parade* item was rigged just as thoroughly as *Twenty-One* was rigged. If there is a "W.P., Tucson, Ariz.," his question should have been edited to conform with facts. The answer given by Walter Scott, who conducts *Parade's* "Question Box," should have stated its source, if it had one.

We wouldn't spend this space discussing the incident if it were not typical of a good deal of shoddy reporting about broadcasting being done by newspapers and magazines these days. It is also typical, unfortunately, of some publications which are parts of companies that also own broadcast properties.

Parade is a part of the J.H. (Jock) Whitney enterprise which also owns the *New York Herald-Tribune* and the Corinthian radio and television stations, among other properties. The top management of that and similar organizations would do both publishing and broadcasting a service by seeing that one didn't beat the other with unfair and inaccurate reports.

It's NARBA now

A LESSON in congressional relations was taught last week. Harried broadcasters everywhere should take heed.

Within 24 hours the subcommittee and the full Senate Foreign Relations Committee unanimously approved the North American Regional Broadcasting Agreement and the related Mexican treaty. One step—full Senate ratification—remains to terminate a 10-year ratification battle and to avoid another possible nightmare of wave-jumping.

Why unanimous approval now against the background of repeated committee rebuffs? It was a simple case of organization and follow-through by broadcasters who knew what they were doing.

Heretofore, even though the State Dept. and the FCC, as well as the Clear Channel Broadcasting Service, had urged approval, their combined efforts were not enough to offset the small group of daytimers who functioned as the Daytime Broadcasters Assn. and who made no bones about insisting upon increased hours of operation (on regional as well as clear channels) as the price for withdrawal of their opposition.

FCC Comr. Rosel H. Hyde, who had negotiated both the NARBA treaty and the Mexican agreement, had steadfastly refused to compromise. He insisted upon flat ratification with no reservations, because any concessions would have thrown the treaty terms open to new negotiations with our North American neighbors.

The new ingredient which swung the committee from skepticism to unanimity was provided by the recently organized Regional Broadcasters, who stood to lose most if daytimers were permitted to operate from 6 a.m. to 6 p.m., with no provision for protection. Under the leadership of Payson Hall, of Meredith, a number of regionals pitched in to advise senators of imminent disruptions in am broadcasting if the treaty was not approved. They backed up the FCC and the State Dept. It was a forthright job handled by broadcasters who, until this session, apparently did not realize the extent of their jeopardy.

The lesson is notably important in these troubled times. For too many years, too many broadcasters (and this goes for advertisers and agencies, too) have been too prone to adopt the "Let George do it" approach.

This is a new do-it-yourself legislative climate—or at least do it in small, effective and hard-hitting groups.

What's not in a name

IT WAS in March 1957 that the U.S. House of Representatives created the Legislative Oversight Subcommittee and gave it $250,000 to investigate whether the FCC and other independent agencies had strayed from their original purposes.

In August 1958 the subcommittee was given $60,000 more, in March 1959 $200,000 more and recently $410,000 more—all for the same investigation. We think it is time the subcommittee started the job the House ordered it to do nearly three years ago.

So far the Legislative Oversight Subcommittee has spent $487,000 and is yet to get anywhere near the central question it originally set out to answer. The money has gone for such sensations as the Richard Mack case, the Bernard Goldfine-Sherman Adams case and the television quiz scandals. These investigations served useful purposes, it must be admitted, but they did little to advance the subcommittee's original assignment.

Now the subcommittee has $410,000 more to spend, and its first objective will be an investigation of payola. For all we know, this may turn out to serve a useful purpose too, but we cannot imagine how it can be of much help in determining whether the independent agencies are behaving as Congress wanted them to when it created them.

Either the subcommittee ought to get going on the work it was assigned, or its name ought to be changed to something more descriptive than Legislative Oversight. On its record to date it could more properly be called the Subcommittee on Looking for Scandals Wherever They Are Handy.

Drawn for BROADCASTING by Sid Hix

"But I thought you *took out the premium!"*

"Betty, It's Cold Outside!"

■ This is one of the most poignant appeals for more adequate housing we've seen in a long time. To nobody's surprise, our own delightful Miss Betty Hayes is behind the whole thing. ■ Betty learned from her friend William T. Cully, Swope Park zoo director, that these little fellows might be victims of a housing shortage (gorilla subdivision) unless funds could be found for building additional quarters. ■ Betty immediately scheduled a "guest shot" to put the problem before her loyal audience . . . and you can bet your pith helmets the response will be great. ■ Five days a week on her "Accent" show, Betty Hayes talks over an amazing variety of things with thousands of listening ladies. She does it with intelligence, charm and finesse, whether the subject is fashion, cooking, beauty hints, decorating, gardening — or displaced gorillas. ■ Maybe that's why "Accent" is currently sold out across the board. D'you 'spose?

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KANSAS CITY, MO. NBC

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